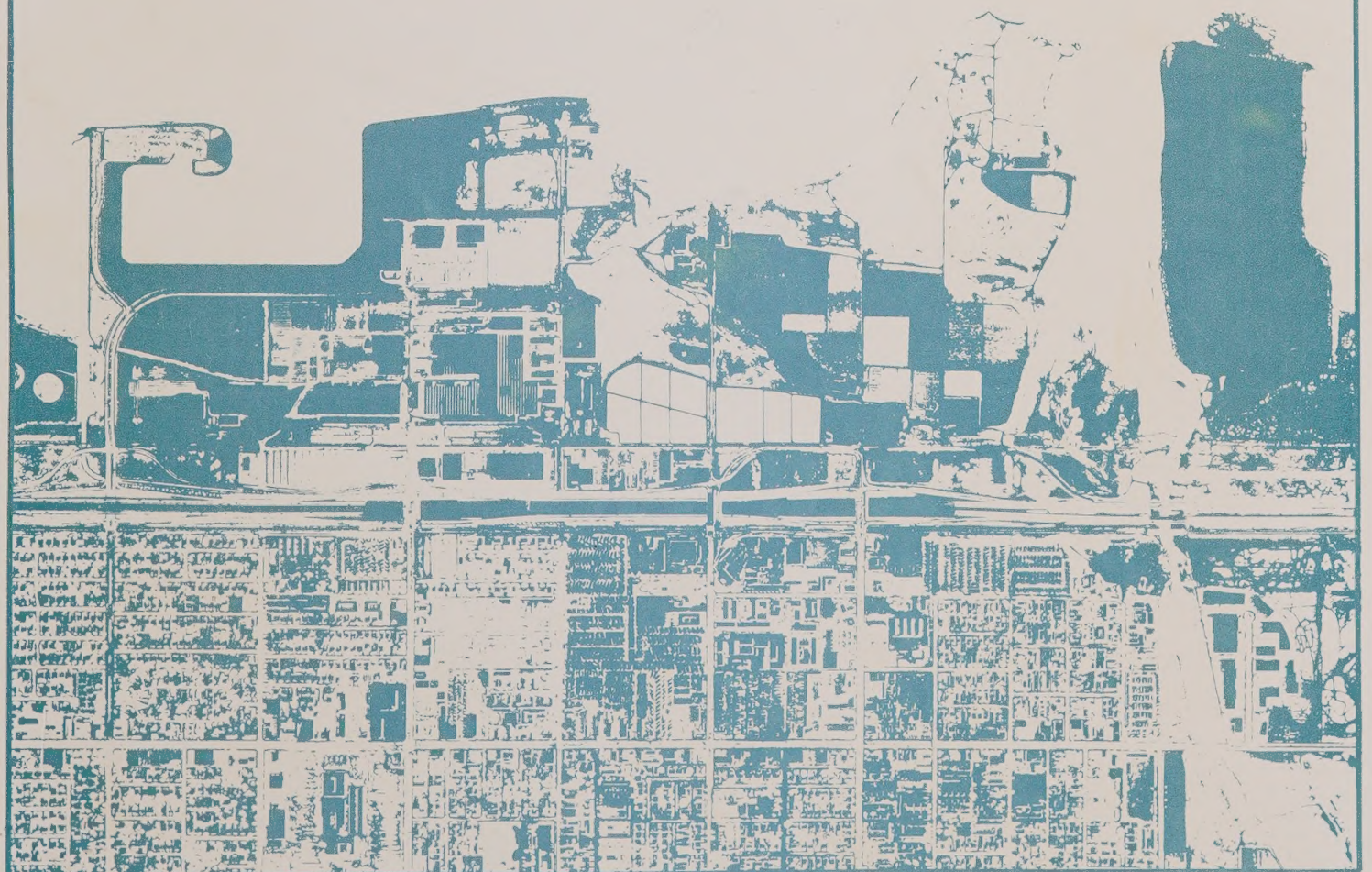


CHULA VISTA BAYFRONT SPECIFIC PLAN





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CHULA VISTA BAYFRONT SPECIFIC PLAN

**CHULA VISTA LOCAL COASTAL PROGRAM
PHASE III**

A Division of the

CHULA VISTA ZONING ORDINANCE

TITLE 19 - CHULA VISTA MUNICIPAL CODE

**CITY OF CHULA VISTA
DEPARTMENT OF COMMUNITY DEVELOPMENT**
Chula Vista, CA

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CHULA VISTA SPECIFIC PLAN ORDINANCE

(AMENDMENT TO CHULA VISTA MUNICIPAL CODE, TITLE 19 - ZONING)

Section 19.07.035 - Specific Plans - Supersedence of Zoning Designations

At the discretion of the City Council, whenever a specific plan is adopted without intent to implement it through standard zoning designations, it shall be considered to supersede all underlying zoning designations, provided, however, that provisions relating to Signs (19.60), Off-Street Parking and Loading (19.62), Nonconforming Uses (19.64), and Performance Standards (19.66) shall apply. Additionally, administrative procedures included in Chapter 19.14 shall also be considered to be applicable, as well as all other provisions of Title 19 other than provisions regarding uses or controls imposed by a zone designation and other than the special permit and other procedures of Sections 19.92 and 19.93.

(AMENDMENT OF HEADING OF TITLE 19 - ZONING, should now read TITLE 19 - ZONING AND SPECIFIC PLANS)

SCOPE AND PURPOSE

Section 19.81 - Purpose

The purpose of the Chula Vista Bayfront Specific Plan is to implement the Chula Vista General Plan and the Bayfront Land Use Plan, adopted by the Chula Vista City Council and the California Coastal Zone Conservation Commission, which are also being implemented by the Chula Vista Bayfront Redevelopment Plan.

19.81.01 - Scope of the Specific Plan

The Specific Plan for the Chula Vista Bayfront shall supersede the Chula Vista Zoning Ordinance under Government Code, Section 65450 ff., and shall also implement or be coordinated with all elements of the Chula Vista Bayfront Land Use Plan and the Bayfront Redevelopment Plan.

19.81.02 - Conflicts, Interpretation, and Applicability of Provisions

Whenever the provisions of this Specific Plan conflict with the provisions of the Chula Vista Zoning provisions or whenever the provisions reflect an internal conflict, the following rules shall apply: the specific plan provisions shall supersede those of the zoning ordinance and the subarea provisions shall supersede areawide provisions. In the event that a map specification or illustration is found to be infeasible, then the nearest to the original that is deemed feasible and practicable shall apply. In all cases, whenever provisions require interpretation, the Chula Vista Bayfront Land Use Plan shall provide clarification or amplification.

19.81.03 - Plan Amendment

Plan amendments which involve modification to the locational aspects of Land Use Controls (Map 1), Building Height Controls (Map 2), Development Intensity and Siting (Table 1), Permitted Signs (Table 2) or Environmental Management (Map 6), as well as any regulation or designation related thereto shall be considered equivalent to a rezoning action in the Chula Vista Zoning Ordinance and shall adhere to the same procedure. All other amendments shall be subject to approval by the Planning Director with an appeal available to the Planning Commission and City Council, if necessary.

19.81.04 - Land Use

Permitted land uses in the Specific Plan area shall be controlled by Map 1, the Land Use Controls Map. Land use designations include: industrial: general; industrial: business park; residential; development reserve; commercial: office park; commercial: highway-related; commercial: marine-related; commercial: specialty retail; commercial: hotel; landscaped parking; public open space and wetlands.

The specific land uses allowed in each of these designations shall be determined using the use classifications and the definitions and listings found therein, provided that in the event subsequent data or findings of a geotechnical or biological nature on developable areas render the acceptability of such land uses infeasible or so environmentally damaging as to nullify the balanced character of the plan, such uses shall not be permitted in those areas.

All land uses shall also adhere to the Performance Standards, Chapter 19.66 of this Zoning Ordinance, which is hereby incorporated by reference.

19.81.05 – Incorporation by Reference

Wherever this Specific Plan refers to another Article, Section, or Subsection of the Chula Vista Zoning Ordinance, Title 19 of the Municipal Code, such Article, Section, or Subsection shall be deemed incorporated herein by reference; provided, however, that such Article, Section, or Subsection shall be superseded in relevant part by any amendment hereto in this Article.

USE CLASSIFICATIONS

Section 19.82

Use classifications provide generic groupings for ease of consideration and communication. They are supplemented by the Administrative Guidelines (Appendix A), which lists uses by common name within each grouping to facilitate understanding of the classifications.

RESIDENTIAL

Section 19.82.01 - Residential Activities

Residential Activities include the occupancy of living accommodations on a weekly or longer basis, with none of the living units under the same ownership or management on the same lot being occupied on a basis shorter than one week; but exclude institutional living arrangements involving the provision of a special kind of care or forced residence, such as in nursing homes, orphanages, asylums, and prisons.

COMMERCIAL

Section 19.82.05 - Food Sales Commercial Activities

Food Sales Commercial Activities include the retail sale, from the premises, of food or beverages for home consumption.

Section 19.82.06 - Food Service Commercial Activities

Food Service Commercial Activities include the retail sale, from the premises, of prepared food or beverages for on-premise or other non-home consumption.

Section 19.82.07 - Convenience Sales and Service Commercial Activities

Convenience Sales and Service Commercial Activities include the retail sale, from the premises, of drugs and other frequently needed small personal convenience items such as toiletries, tobacco, and magazines, as well as the provision of personal convenience services which are typically needed frequently or recurrently, such as barber and beauty care; and includes shoe shining, operation of self-service laundromats and laundry or drycleaning pick-up stations, but exclude other apparel cleaning and repair services.

Section 19.82.08 - Medical Service Commercial Activities

Medical Service Commercial Activities include the provision of therapeutic, preventive, or corrective personal treatment services by physicians, dentists, and other practitioners, as well as the provision of medical testing and analysis services.

Section 19.82.09 - General Retail Sales Commercial Activities

General Retail Sales Commercial Activities include the retail sale or rental from the premises, primarily for personal or household use, of goods consisting primarily of

items of a food or convenience character; but exclude sale or rental of motor vehicles, except for parts and accessories, and sale of materials used in construction of buildings or other structures, except for paint, fixtures, and hardware.

Section 19.82.10 - General Personal Service Commercial Activities

General Personal Service Commercial Activities include the provision to individuals of informational, instructional, amusement, and similar service of a non-professional nature which are not typically needed frequently.

Section 19.82.11 - Consultative and Financial Service Commercial Activities

Consultative and Financial Service Commercial Activities include the provision of financial, insurance, and real estate brokerage services, as well as the provision of advice, designs, information, or consultation of a professional nature.

Section 19.82.12 - Consumer Laundry and Repair Service Commercial Activities

Consumer Laundry and Repair Service Commercial Activities include the cleaning or repair of personal apparel and household appliances, furniture, and similar items, other than convenience services, but exclude repair of motor vehicles and of structures.

Section 19.82.13 - Group Assembly Commercial Activities

Group Assembly Commercial Activities include the provision of cultural, entertainment, educational, and athletic services, other than of a civic nature, to assembled groups of spectators or participants.

Section 19.82.14 - Administrative Commercial Activities

Administrative Commercial Activities include the executive, management, administrative, and other headquarters or clerical activities of private, profit-oriented firms, other than public utility firms.

Section 19.82.15 - Business and Communication Service Commercial Activities

Business and Communication Service Commercial Activities include the provision, primarily to firms rather than to individuals, of services of a clerical, goods brokerage, communication, or minor processing nature, including multicopy and blueprinting services; but exclude printing of books, other than pamphlets and small reports for another firm, and the storage of goods, other than small samples, for sale.

Section 19.82.16 - Retail Business Supply Commercial Activities

Retail Business Supply Commercial Activities include the retail sale or rental from the premises, primarily to firms and other organizations using the goods rather than to individuals, of office equipment and supplies and similar goods, together with the provision of incidental maintenance services; but exclude sale or rental of motor vehicles, except for parts and accessories, and sale of materials used in construction of buildings or other structures, except for paint, fixtures, and hardware.

Section 19.82.17 – Research and Development Commercial Activities

Research and Development Commercial Activities include research of a technological, industrial or scientific nature, other than medical testing and analysis and routine product testing, which is offered as a service or which is conducted by or for a private profit-oriented firm, other than a public utility firm, and which may be devoted in whole or in part to public purposes.

Section 19.82.18 – General Wholesale Sales Commercial Activities

General Wholesale Sales Commercial Activities include the storage and sale, from the premises, of goods to other firms for resale, as well as the storage of goods on the premises and their transfer therefrom to retail outlets of the same firm; but exclude sale or storage of motor vehicles, except for parts and accessories, and sale or storage of materials used in construction of buildings or other structures, except for paint, fixtures, and hardware.

Section 19.82.19 – Contractor Sales and Services Commercial Activities

Construction Sales and Services Commercial Activities include construction and incidental storage activities performed by construction contractors on lots other than construction sites, as well as the retail or wholesale sale, from the premises, of materials used in the construction of buildings or other structures, other than paint, fixtures, and hardware.

Section 19.82.20 – Transient Habitation Commercial Activities

Transient Habitation Commercial Activities include the provision of lodging services to transient guests on a less-than-weekly basis.

Section 19.82.21 – Automotive Sales, Rental, and Delivery Commercial Activities

Automotive Sales, Rental, and Delivery Commercial Activities include the retail or wholesale sale or rental, from the premises, of motor vehicles, with incidental maintenance, as well as the retail or wholesale sale or rental, from the premises, of any type of goods where orders are placed predominantly by telephone or mail order with delivery being provided by motor vehicle.

Section 19.82.22 – Automotive Servicing Commercial Activities

Automotive Servicing Commercial Activities include the sale, from the premises, of goods and the provision of services which are generally required in the operation and maintenance of automotive vehicles and the fulfilling of motorist needs, including sale of petroleum products together with sale and servicing of tires, batteries, automotive accessories, and replacement items, lubricating services, and performance of minor repairs.

Section 19.82.23 – Automotive Repair and Cleaning Commercial Activities

Automotive Repair and Cleaning Commercial Activities include the major repair or painting of motor vehicles, including body work and installation of major accessories, as well as the washing and polishing of motor vehicles.

Section 19.82.24 - Automotive Fee Parking Commercial Activities

Automotive Fee Parking Commercial Activities include the parking and storage of motor vehicles on a fee basis, other than the operation of parking facilities by a Civic Activity.

Section 19.82.25 - Boat Sales or Rental Commercial Activities

Boat Sales or Rental Commercial Activities include the retail or wholesale sale or rental of boats or other marine vessels, with incidental maintenance.

Section 19.82.26 - Boat Servicing Commercial Activities

Boat Servicing Commercial Activities include the sale, from the premises, of goods and the provision of services which are generally required in the operation and maintenance of boats or other marine vessels and the fulfilling of boating needs, including the sale of petroleum products, drydocking, servicing of boats, sale of boat equipment, accessories and replacement items, and performance of minor repairs.

Section 19.82.27 - Animal Sales Commercial Activities

Animal Sales Commercial Activities include the sale or auction from the premises of large animals for food or zoological purposes, as well as all appurtenant storage facilities, such as stockyards, corrals, and the like.

Section 18.82.28 - Animal Services Commercial Activities

Animal Services Commercial Activities include the services relating to the storage, maintenance, grooming or keeping of household or other animals.

Section 19.82.29 - Transport and Warehousing Commercial Activities

Transport and Warehousing Commercial Activities include the provision of warehousing and storage, freight handling, shipping, and trucking services.

Section 19.82.30 - Building Maintenance Services Commercial Activities

Building Maintenance Services Commercial Activities include the provision of services to buildings involving cleaning, maintenance, custodial and security.

Section 19.82.31 - Funeral and Interment Services Commercial Activities

Funeral and Interment Services Commercial Activities include the provision of undertaking and funeral services involving the care and preparation of the human deceased prior to burial.

INDUSTRIAL

Section 19.82.35 - Custom Manufacturing Activities

Custom Manufacturing Activities include the following activities. They also include certain activities accessory thereto, as specified below.

(a) Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of the following products:

Experimental, film, electronic, or testing;
Electronic instruments and devices;
Office computing and accounting machines and typewriters; and
Scientific, electric measuring and control instruments and testing equipment.

(b) Printing, publishing, and sign-making.

(c) Accessory uses incidental thereto, including administrative, executive and financial offices and incidental services, such as restaurants to serve employees, when conducted on the premises; wholesale business storage or warehousing for products of the types permitted to be manufactured in the zone; other accessory uses and buildings customarily appurtenant to a permitted use.

(d) Retail sales of products produced or manufactured on the site.

Section 19.82.36 - Light Industrial Activities

Light Industrial Activities include the following activities. They also include activities accessory thereto.

(a) Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of articles of merchandise, from the following previously prepared materials:

Cellophane
Cork
Fabrics and fibers
Leather
Paper
Plastics
Rubber
Straw
Textiles
Wood, but excluding operation of a planing mill

(b) Photographic developing.

(c) Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of the following products:

Beverages, but excluding alcoholic beverages
Business machines
Ceramics, other than handicraft
Clothing, and other textile products, other than custom clothing
Electrical and electronic equipment and appliances
Food, but excluding fish, meat, sauerkraut, vinegar, and yeast
Furniture and fixtures
Ice
Pens, pencils, and artists' materials
Pharmaceuticals

- Pianos and organs
- Small metal tools and products
- Sporting and athletic goods
- Toiletries

Section 19.82.37 – General Industrial Activities

General Industrial Activities include the following activities. They also include activities accessory thereto.

(a) Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of articles of merchandise, from the following materials:

- Clay
- Glass
- Graphite
- Metal
- Stone

(b) Shipbuilding.

(c) Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of the following products:

- Aircraft
- Barrels and casks
- Boilers
- Emery cloth and sandpaper
- Excelsior and packing materials
- Film
- Heavy machinery and machine tools
- Monuments
- Motor vehicles
- Oil cloth and linoleum
- Porcelain
- Salt
- Shoe and stove polish
- Transit vehicles

Section 19.82.38 – Scrap Operations Industrial Activities

Scrap Operations Industrial Activities include the storage and sale, from the premises, or dismantling or other processing of used or waste materials which are not intended for reuse in their original form, except when such activities are part of a manufacturing operation.

AGRICULTURAL

Section 19.82.39 – Plant Nursery Agricultural Activities

Plant Nursery Agricultural Activities include the cultivation for sale of horticultural specialties such as flowers, shrubs, and trees, intended for ornamental or landscaping purposes.

Section 19.82.40 - Crop Raising Agricultural Activities

Crop Raising Agricultural Activities include the raising of tree, vine, field, forage, and other plant crops, intended to provide food or fibers.

Section 19.82.41 - Small Animal Raising Agricultural Activities

Small Animal Raising Agricultural Activities include the raising, keeping, grazing or feeding of small animals for pets, animal products, animal increase, or value increase.

Section 19.82.42 - Large or Specialty Animal Raising Agricultural Activities

Large or Specialty Animal Raising Agricultural Activities include the raising, keeping, grazing or feeding of large or specialty animals for pets, zoos, animal products, animal increase, or value increase.

Section 19.82.43 - Agricultural Packing and Processing Activities

Agricultural Packing and Processing Activities include the packing, cleaning or processing of fish, meat, eggs, dairy or produce.

Section 19.82.44 - Agricultural Supplies and Services

Agricultural Supplies and Services include the sale or services relating to agricultural operations, typically intended to enhance crop yields through fertilization, pest control, and other treatment or assistance.

CIVIC

Section 19.82.50 - Essential Service Civic Activities

Essential Service Civic Activities include the maintenance operations of the following installations. They also include certain activities accessory thereto.

(a) Electric, gas, and telephone distribution lines and poles, and water, storm drainage, and sewer lines, with incidental appurtenances thereto, but excluding electric transmission lines.

(b) Parks and botanical gardens, but excluding playgrounds, playing fields, bandstands, auditoriums, and similar assembly areas.

(c) Freeways, rapid transit routes, streets, alleys, and paths, but excluding uses on, under, or over such ways, which uses are not customarily appurtenant thereto.

Section 19.82.51 - Limited Child-Care Civic Activities

Limited Child-Care Civic Activities include the provision of day-care service for eight or fewer children.

Section 19.82.53 - Community Assembly Civic Activities

Community Assembly Civic Activities include the activities typically performed by, or at, the following institutions or installations. They also include certain activities accessory thereto.

- (a) Churches, temples, and synagogues.
- (b) Food service and other concessions located within public parks.
- (c) Public, parochial, and private non-profit clubs, lodges, meeting halls, and recreation centers.
- (d) Public and parochial playgrounds and playing fields.
- (e) Temporary non-profit festivals.

Section 19.82.54 - Non-Assembly Cultural Civic Activities

Non-Assembly Cultural Civic Activities include the activities of public or private non-profit libraries, galleries, and collections not primarily designed for public use or for the performing arts.

Section 19.82.55 - Community Education Civic Activities

Community Education Civic Activities include the activities typically performed by the following institutions. They also include certain activities accessory thereto.

- (a) Orphanages.
- (b) Foster and family care homes for more than six persons placed by an authorized agency.
- (c) Public, parochial, and private day-care centers for four or more children.
- (d) Public, parochial, and private nursery schools and kindergartens.
- (e) Public, parochial, and private elementary, junior high, and high schools.

Section 19.82.56 - Non-Assembly Scientific Activities

Non-Assembly Scientific Activities include the activities of scientific or biological observatories or interpretive centers intended primarily for collection of scientific data.

Section 19.82.57 - Administrative Civic Activities

Administrative Civic Activities include the activities typically performed by public, parochial, and public utility administrative offices.

Section 19.82.58 - Parking Services

Parking Services include the provision of short-term automobile storage in garages or lots which are publicly operated.

Section 19.82.59 - Utility and Vehicular Civic Activities

Utility and Vehicular Civic Activities include the maintenance and operation of the following installations.

- (a) Communications equipment installations and exchanges.
- (b) Electrical substations.
- (c) Emergency hospitals operated by a public agency.
- (d) Gas substations.
- (e) Neighborhood newscarrier distribution centers.
- (f) Police stations and fire stations.
- (g) Post offices, but excluding major mail-processing centers.

SIGNS

Section 19.83 - Regulation of Signs

The size, location and design of all signs in the area shall be subject to the Chula Vista Bayfront Sign Program, adopted August 7, 1980 and incorporated herein by reference. The Bayfront Sign Program shall be applied by these regulations from the north city limits south to Palomar Street, with variations allowed under the planned Sign Program. Appendix B includes the Bayfront Sign Program.

Section 19.83.01 - General Description of Signs

Signs are any facilities, whether located inside or outside a building, which are visible from any lot line, and the primary purpose of which is the conveyance of an idea, advertising, endorsement, identification, or information, by means of visual symbols, lettering, illustration, or any other means of directing attention or communicating; and include display surfaces together with such facilities as are utilized in supporting, maintaining, and illuminating the display surfaces.

Section 19.83.02 - Residential Signs

Residential Signs are signs which give notice of the name or address of residential facilities on the same lot or the name or occupation of a resident thereof, or the condition of use of a parking area or other private facility serving a Residential Activity.

Section 19.83.03 - Special Signs

Special Signs are signs which serve a temporary or other special function of an emergency, patriotic, religious, or community nature, including official notices and warning signs posted by a governmental agency; the flag of any nation, state, international organization, or other governmental agency; memorial plaques, historical tablets, and other commemorative symbols; temporary displays of a patriotic or religious nature, temporary non-structural posters for civic or political campaigns; and non-illuminated, non-verbal religious symbols.

Section 19.83.04 - Development Signs

Development Signs are temporary signs which announce the anticipated sale, lease, rental, or character of facilities being constructed or altered, or of facilities or lots in a real estate subdivision development, or which identify persons or firms engaged in the promotion, design, construction, or alteration thereof.

Section 19.83.05 - Realty Signs

Realty Signs are temporary signs which pertain to the sale, lease, rental, or display of existing lots or buildings or other facilities.

Section 19.83.06 - Civic Signs

Civic Signs are signs, other than Special Signs, which give notice of the name or service, or other function or operation, of a Civic Activity on the same lot, or the address or conditions of use of a parking area or other facility serving such activity.

Section 19.83.07 - Business Signs

Business Signs are any of the following:

(a) A sign directing attention to, or otherwise pertaining to, a commodity, service, business, or profession which is sold, produced, conducted, or offered as one of the major functions of a Commercial, Manufacturing, or Agricultural Activity on the same lot.

(b) A sign, or portion thereof, directing attention to, or otherwise pertaining to, a commodity or service which is sold, produced or offered by a Commercial, Manufacturing, or Agricultural Activity on the same lot, but which does not constitute a major function thereof, whenever:

1. Such sign is located behind a display window; or
2. Such sign has a display surface not greater than 12 square feet on any one face; or
3. Such advertising is incidental to a sign pertaining to a major function and does not occupy more than one-half of the area of display surface thereof.

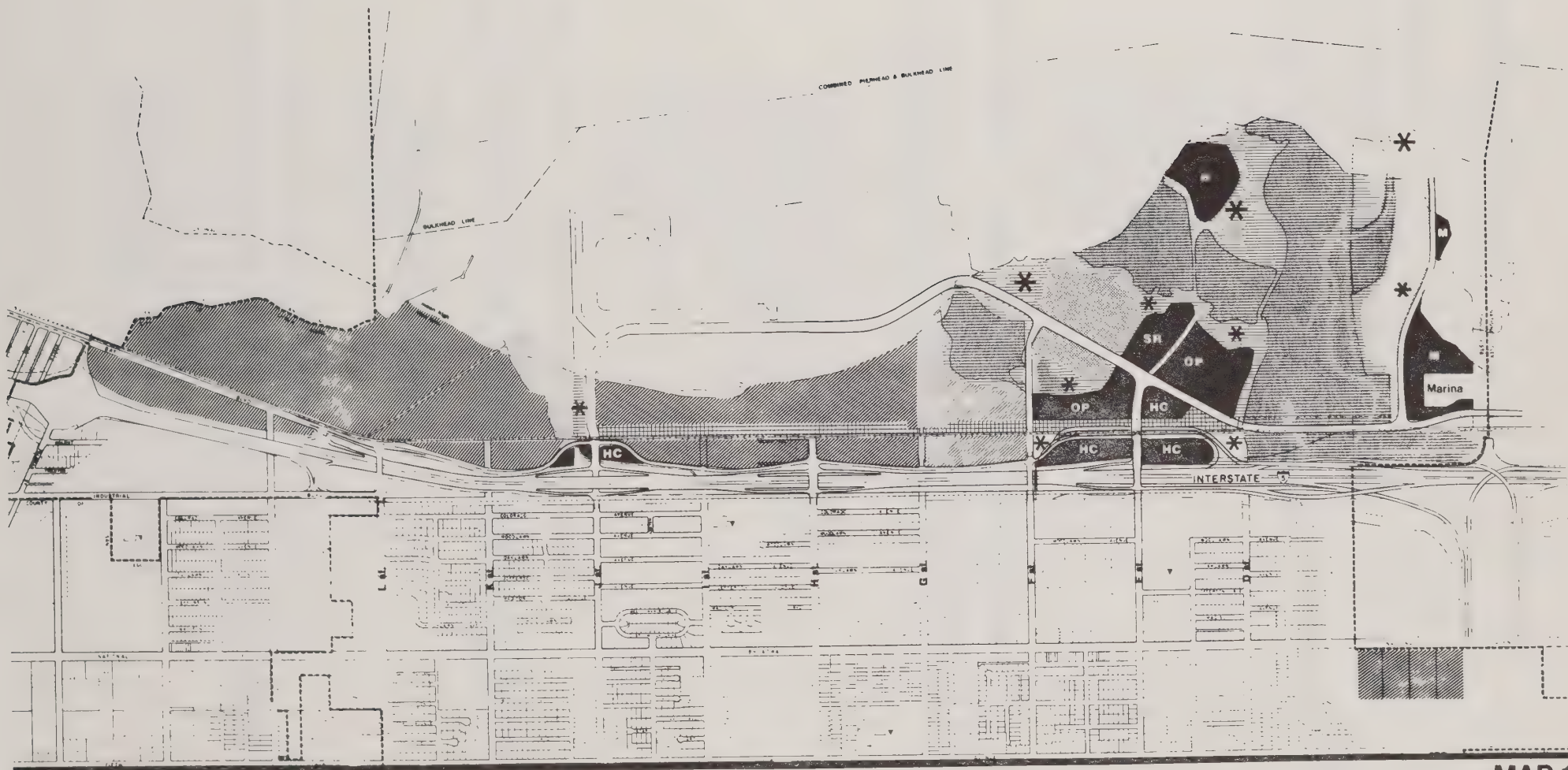
(c) A sign giving notice of the address or conditions of use of a parking area or other facility serving a Commercial, Manufacturing, or Agricultural or Extractive Activity.

Section 19.83.08 - Advertising Signs

Advertising Signs are any of the following:

(a) A sign directing attention to, or otherwise pertaining to, a commodity, service, business, or profession which is not sold, produced, conducted, or offered by any activity on the same lot.

(b) A Sign directing attention to, or otherwise pertaining to, a commodity, service, business, or profession which is sold, produced, conducted, or offered by a Commercial, Manufacturing, or Agricultural or Extractive Activity on the same lot but which does not constitute a major function thereof, whenever such sign is not classified as a Business Sign.

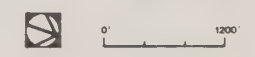


- Industrial: General
- Industrial: Business Park
- Residential
- Landscaped Parking

- Commercial
 - OP Office Park
 - HC Highway Related
 - M Marine Related
 - SR Specialty Retail / Mixed Use
 - H Hotel

- Public Park and Open Space
 - * Community/Neighborhood Park
- Wetlands

MAP 1
CHULA VISTA
LOCAL COASTAL PROGRAM
**LAND USE
CONTROLS**



PERMITTED LAND USES

Section 19.84

Section 19.84.01 – Residential Permitted Uses

All lands designated on Map I, Land Use Controls, as **Residential**, shall be permitted to accommodate the following use classifications:

- Residential
- Essential Service Civic
- Limited Child-Care Civic
- Residential Signs
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs

Section 19.84.02 – Residential Conditionally Permitted Uses

All lands designated on Map I, Land Use Control, as **Residential**, shall be permitted to accommodate the following use classifications pursuant to the CONDITIONAL USE PROCEDURE at Chapter 19.14:

- Food Sales and Service Commercial
- Consumer Laundry and Repair Commercial
- Convenience Sales and Service Commercial
- Community Assembly Civic
- Community Education Civic
- Residential Signs
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs

Section 19.84.03 – Landscaped Parking Permitted Uses

All lands designated on Map I, Land Use Controls, with a **Landscaped Parking** designation shall be permitted to accommodate the following uses:

- Parking Services Civic
- Automotive Fee Parking Commercial
- Special Signs
- Civic Signs

Section 19.84.04 – Commercial: Office Park Permitted Uses

All lands designated on Map I, Land Use Controls, with a **Commercial: Office Park** designation shall be permitted to accommodate the following uses:

- Food Service Commercial
- Convenience Sales and Service Commercial
- Medical Service Commercial

- General Personal Service Commercial
- General Retail Sales Commercial
- Consultative and Financial Commercial
- Administrative Commercial
- Business and Communication Service Commercial
- Group Assembly Commercial
- Parking Services Civic
- Community Assembly Civic
- Non-Assembly Cultural Civic
- Administrative Civic
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs
- Business Signs

Section 19.84.05 – Commercial Highway-Related Permitted Uses

All lands designated on Map 1, Land Use Controls, with a **Commercial Highway-Related** designation shall be permitted to accommodate the following uses:

- Food Sales Commercial
- Convenience Sales and Service Commercial
- Transient Habitation Commercial
- Automotive Servicing Commercial
- Automotive Repair and Cleaning Commercial
- Automotive Fee Parking Commercial
- Group Assembly Commercial
- Parking Services Civic
- Community Assembly Civic
- Administrative Civic
- Utility and Vehicular Civic
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs
- Business Signs

Section 19.84.06 – Commercial Marine-Related Permitted Uses

All lands designated on Map 1, Land Use Controls, with a **Commercial Marine-Related** designation shall be permitted to accommodate the following uses:

- Food Sales Commercial
- Food Service Commercial
- Convenience Sales and Service Commercial
- General Retail Sales Commercial, limited to boating and yachting sales, including ship chandleries
- Retail Business Supply Commercial, for marine-related businesses only
- Transient Habitation Commercial
- Boat Sales or Rental Commercial
- Boat Servicing Commercial
- Boat Repair and Cleaning Commercial
- Automotive Fee Parking Commercial

- Parking Services Civic
- Community Assembly Civic
- Non-Assembly Cultural Civic
- Utility and Vehicular Civic
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs
- Business Signs

Section 19.84.07 - Commercial Specialty Retail Permitted Uses

The following uses shall be permitted within areas designated **Commercial Specialty Retail** on Map I, Land Use Controls, provided that the City of Chula Vista may approve a single site, to be used for Commercial Specialty Retail within three months after request for any site by the landowner with submission of a statement documenting the relative attributes of the various sites, any of which may be selected with regard to the potential for specialty retail:

- Food Service Commercial
- Convenience Sales and Service Commercial
- General Personal Service Commercial
- General Retail Sales Commercial
- Group Assembly Commercial
- Automotive Fee Parking Commercial
- Essential Service Civic
- Parking Services Civic
- Limited Child-Care Civic
- Community Assembly Civic
- Non-Assembly Cultural Civic
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs
- Business Signs

Section 19.84.08 - Commercial: Hotel Permitted Uses

The following uses shall be permitted within the areas designated as **Commercial: Hotel** on Map I, Land Use Controls:

- Food Service Commercial
- Convenience Sales and Service Commercial, designed and located as an integral portion of the hotel-conference facility
- Group Assembly Commercial
- Automotive Fee Parking Commercial
- Parking Services Civic
- Transient Habitation Commercial
- Community Assembly Civic
- Community Recreation Civic
- Non-Assembly Scientific Civic
- Non-Assembly Cultural Civic
- Special Signs
- Development Signs
- Business Signs

Section 19.84.09 - Industrial: Business Park Permitted Uses

All lands designated on Map I, Land Use Controls, as **Industrial: Business Park** shall be permitted to accommodate the following use classifications:

- Administrative Commercial
- Food Service Commercial
- Convenience Sales and Service Commercial
- Business and Communication Service Commercial
- Retail Business Supply Commercial
- Research Development Commercial
- Automotive Fee Parking Commercial
- Custom Industrial
- Essential Service Civic
- Parking Services Civic
- Community Assembly Civic
- Special Signs
- Development Signs
- Realty Signs
- Civic Signs
- Business Signs

Section 19.84.10 - Public Open Space Permitted Uses

The following uses shall be permitted within any lands designated as **Public Open Space** on Map I, Land Use Controls:

- Non-Assembly Cultural Civic
- Community Recreation Civic
- Non-Assembly Scientific Civic
- Special Signs

Section 19.84.11 - Wetlands and Buffers

The following uses shall be permitted within lands designated as **Wetlands and Buffers**, on Map I, Land Use Controls:

- Restoration or enhancement of wetlands areas, with development or construction limited to interpretive facilities which will preserve natural resource or habitat values.

Section 19.84.12 - Industrial: General Permitted Uses

All lands designated on Map I, Land Use Controls, as **Industrial: General** shall be permitted to accommodate the following use classifications:

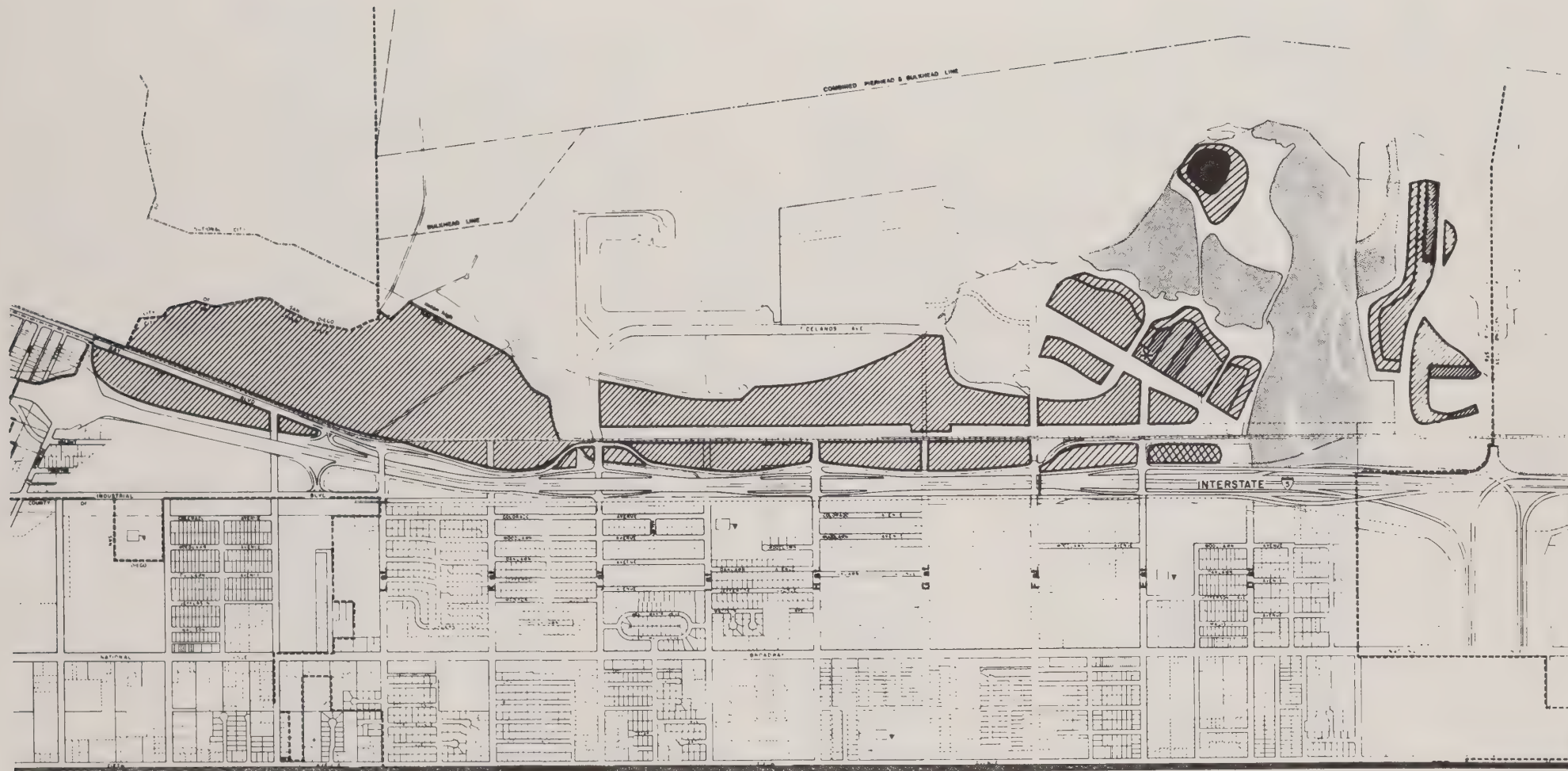
- Food Service Commercial
- Convenience Sales and Service Commercial
- Business and Communication Service Commercial
- Retail Business Supply Commercial
- Research and Development Commercial
- General Wholesale Sales Commercial
- Transportation and Warehousing Commercial
- Automotive Fee Parking Commercial

Custom Industrial
Light Industrial
General Industrial
Essential Service Civic
Special Signs
Development Signs
Realty Signs
Civic Signs
Business Signs

Section 19.84.50 - Interim Uses

Interim Uses may be permitted on a temporary basis for a period of not more than two years, with maximum two-year extensions, upon the issuance of a conditional use permit, provided that such uses adhere to the following criteria:

1. They do not involve new structures of more than 5,000 square feet;
2. They do not foreclose any possibilities of new conservation or development specified in the land use plan; and
3. They do not adversely affect the surrounding area or its effective functioning or appearance.



DEVELOPMENT AREAS

-  2 Story Maximum (22 feet)
-  4 Story Maximum (44 feet)
-  5 Story Maximum (55 feet)
-  8 Story Maximum (88 feet)
(12 Story Conditional - 132 feet)
-  * 70 Foot Maximum
-  Flexibility in Building Height
Allowed with Maintenance of FAR

MAP 2 CHULA VISTA LOCAL COASTAL PROGRAM BUILDING HEIGHT CONTROLS



DEVELOPMENT

Section 19.85

The following provisions shall regulate the lot size, floor area, height, coverage, setback, and useable open space, density, intensity, and physical form of development within the Bayfront area.

Section 19.85.01 - Building Height

The maximum heights of buildings shall be controlled by Map 2, Building Height Controls, and shall be measured in stories or feet, whichever is less:

Two-story maximum - 22 feet.

Four-story maximum - 44 feet.

Five-story maximum - 55 feet.

Eight-story maximum - 88 feet.

Twelve-story conditional - a maximum of 132 feet, provided that the increase in height above 88 feet can be shown to produce a visually and environmentally superior solution for a visually prominent and resource-sensitive location, and which adheres to the following standards:

- a. Linear slab or cruciform design shall be avoided in favor of a stepped building form.
- b. The building shall enclose a south facing public outdoor space.

Special Condition #1 - a maximum height of 70 feet is allowed within 400 feet of the intersection of E Street and Bay Boulevard in the southwest corner of such intersection.

Special Condition #2 - A maximum height of 44' is allowed in the northwest quadrant of Bay Boulevard and "E" Street, provided that said structure is at least 400' north of "E" Street and does not contain more than 20% of the allowed FAR for the total site.

Section 19.85.02 - Residential Density

The minimum residential density shall be 15 dwelling units per acre, and the maximum residential density shall be 30 dwelling units per acre, provided, however, that such measurements shall be taken in the aggregate for larger parcels permitting the transfer of unused density on internal developed areas to other portions of the site.

TABLE 1

DEVELOPMENT INTENSITY AND SITING

	Minimum Lot Area (s.f.)	Residential Density	Front Yards	Exterior Side Yards	Side Yards	Floor- Area Ratio	Usable Open Space per Res. d.u.
Residential	3,500	15-30 d.u./acre	15	10	--	--	400
Commercial: Office Park	7,000	--	10	10	--	0.5	--
Commercial: Highway Related	5,000	--	10	--	--	0.25	--
Commercial: Marine Related	3,000	--	10	--	--	0.25	--
Commercial: Specialty Related	10,000	--	20	10	--	0.25	--
Commercial: Hotel	20,000	--	50	30	--	0.5	--
Industrial: Business Park	10,000	--	30	15	20	0.5	--
Industrial: General	20,000	--	20	15	20	0.5	--

TABLE 2

PERMITTED SIGNS

(See also Bayfront Sign Program)

Land Use	Sign Type	RESIDENTIAL	SPECIAL	DEVELOPMENT	REALTY	CIVIC	BUSINESS	ADVERTISING
RESIDENTIAL	●	●	●	●	●			
COMMERCIAL: OFFICE PARK		●	●	●	●	●		
COMMERCIAL: HIGHWAY RELATED		●	●	●	●	●		
COMMERCIAL: MARINA RELATED		●	●	●	●	●		
COMMERCIAL: SPECIALTY RETAIL		●	●	●	●	●		
COMMERCIAL: HOTEL		●	●			●		
INDUSTRIAL: BUSINESS PARK		●	●	●	●	●		
INDUSTRIAL: GENERAL		●	●	●	●	●		

CIRCULATION

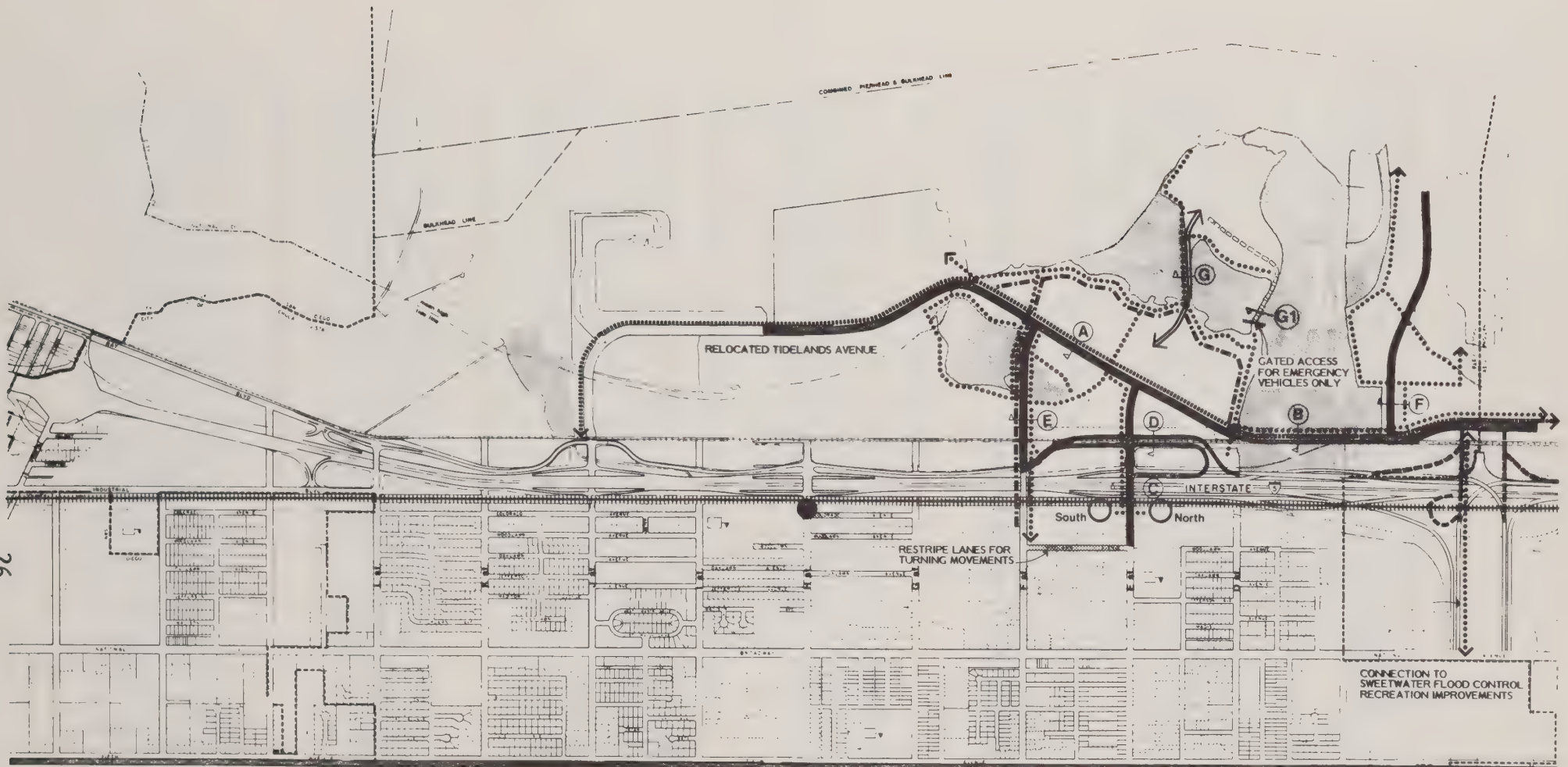
Section 19.86 - Circulation Criteria

All public or private plans for development of roads, pedestrian ways, bicycle paths, transit systems or stations, or freeway connections, shall adhere to Map 3, Circulation. Precise proposals for location shall adhere to the following circulation objectives:

1. Provide good regional access to the Bayfront.
2. Route roadways in a manner which minimizes adverse effects on valuable marshlands, protects lands with high recreation value, and avoids fragmentation of developable lands into inadequately sized or located parcels.
3. Create auto-free zones along the shoreline and other areas which have unique environmental conditions or potential, and make provision for pedestrians and bicyclists.
4. Reduce dependency upon the private automobile by providing public transit service, including smaller "mini-transit" vehicles or private jitneys.
5. Develop the network of transportation facilities, including freeways, major arterials, parking areas, and pedestrian and bicycle paths, into a system in which there is convenient transfer from one mode to another. An easily understood relationship between the various parts of the transportation system and the major destinations within the Bayfront should exist.
6. Avoid congestion of the freeways and connection arterials by maintaining a mix of land uses where peak traffic generating periods are staggered throughout the day.
7. Provide motorists, both on freeways and on arterials within and adjoining the Bayfront, with enjoyable scenic experiences.
8. Provide for convenient pedestrian, bicycle, and vehicular access to the Bayfront from community areas east of Interstate 5.
9. Provide sufficient separation between pedestrian ways, bicycle paths, and roadways to ensure traffic safety and the elimination of noise, functional disruption, and visual intrusion caused by motor vehicles.

Section 19.86.01 - Roadway Design

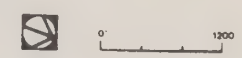
The design of roadways by public agencies or private entities shall adhere to the following roadway cross-sections, cross-referenced by a letter designation to Map 3, Circulation, depicting typical roadway sections by a letter specification.



- Existing Trolley Line
- Existing Trolley Stop
- New Roadway
- Controlled Access Roadway
- Emergency Access Roadway
- Future Trolley Station (alternative locations)
- Regional Bicycle Route
- Local Bicycle Route
- Pedestrian Route
- Right of Way Preservation

Typical Roadway Section
(see illustrations in
"Roadway Design")

MAP 3
CHULA VISTA
LOCAL COASTAL PROGRAM
CIRCULATION



Section 19.86.02 – Bus and Jitney Service

Bus service may be provided along Tidelands Avenue, E Street, F Street, and Bay Boulevard. Public or private jitney service should supplement this service. This service should connect to the Bay Front (E Street) Trolley Station and interconnect with the rest of the Chula Vista Transit Service.

Section 19.86.03 – Parking on Gunpowder Point

Up to 430 parking spaces may be directly located on Gunpowder Point, with 30 of these allocated to public or handicapped parking, to be consolidated into an area hidden from view by landscaped berms with 50% of the parking totally concealed. Restaurant, conference and employee parking shall be located in the Midbayfront, off Gunpowder Point.

Section 19.86.04 – On-Street Parking Prohibition

Streetside parking will not be permitted along any major roadways identified in the Circulation Plan, including Tidelands Avenue, D Street, E Street, F Street or Bay Boulevard.

Section 19.86.05 – On-Site Parking

Parking included as part of a private development shall be located in areas away from the shoreline and public open space corridors and, where feasible, screened from view from major arterials by use of landscaped berms and tree planting. Where possible, large-scale parking shall be avoided in favor of smaller disaggregated parking areas separated by buildings or landscaping.

Section 19.86.06 – Landscaped Parking in the SDG&E Row

Where parking is incorporated into the SDG&E Row, the following bonus provisions shall apply: The parking areas shall be landscaped with a continuous perimeter planting of trees and ground covers. Tree planting will be tightly spaced to provide a dense canopy at eye level. Tree species will be limited to those that will not interfere with the overhead power lines and shall be trimmed as necessary to meet standards set by SDG&E.

Section 19.86.07 – Community Park Parking

Public parking areas shall be provided at each of the major community or neighborhood parks adjacent to a major roadway, as shown in the land use map. Parking areas will be incorporated into open space areas in close proximity to roadways and, where possible, shall be screened from view. One parking space shall be provided for each 10,000 square feet of accessible open space.

Section 19.86.08 – Pedestrian Routes

Continuous shoreline access shall be provided within the 100-foot upland area designated as wetland buffers in Map 6. A continuous improved public path will be integrated into minor landscape improvements to the wetland buffers. Pedestrian access will be provided along the southern levee from the Midbayfront to Gunpowder Point through a controlled access roadway. At the D Street Fill area and at the J Street Marina Park area, public access shall be integrated with Port land

ROADWAY DESIGN

FOR SECTION LOCATION SEE MAP 3-CIRCULATION MAP

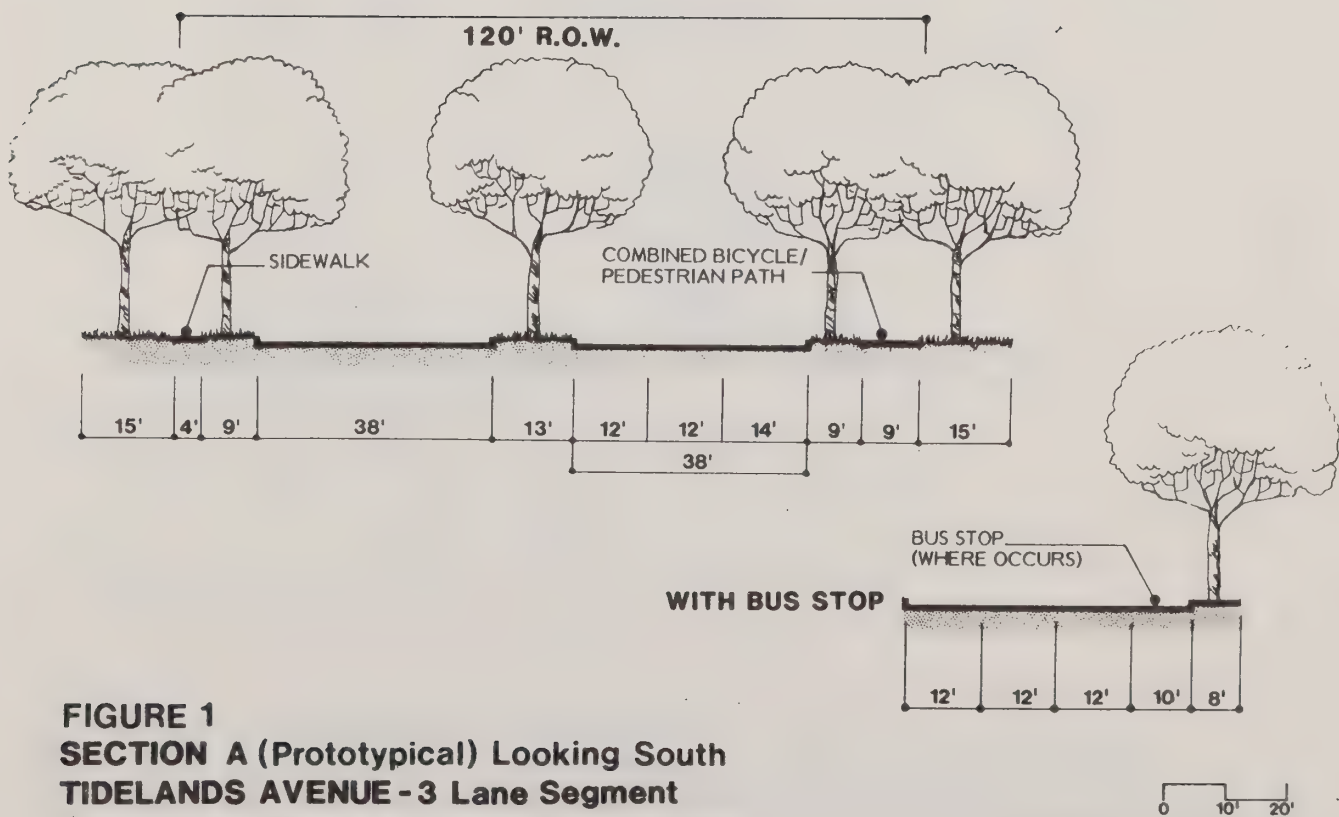


FIGURE 1
SECTION A (Prototypical) Looking South
TIDELANDS AVENUE - 3 Lane Segment

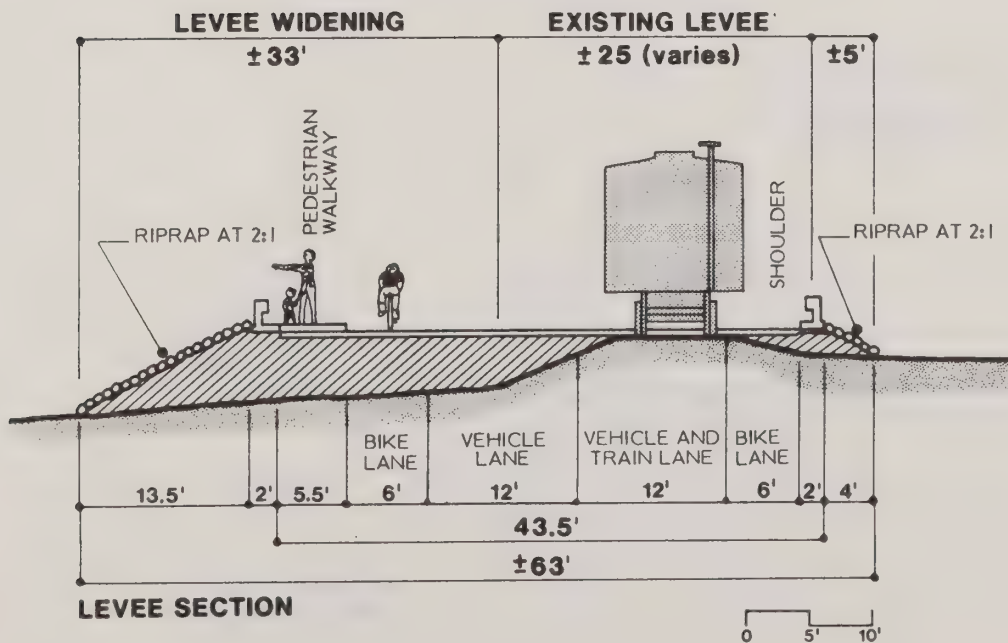
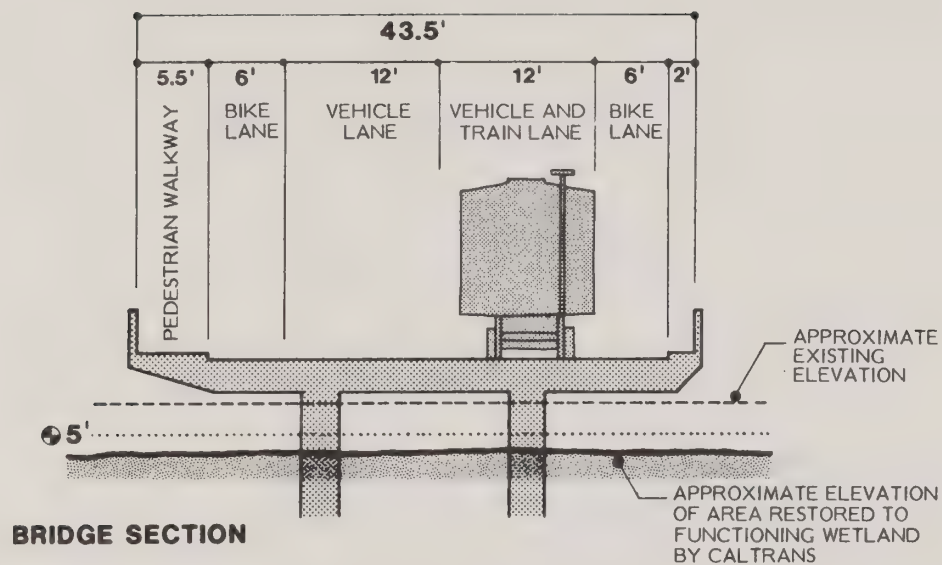


FIGURE 2
SECTION B (Prototypical) Looking South
RAILROAD/TIDELANDS AVE. CROSSING OF SWEETWATER MARSH

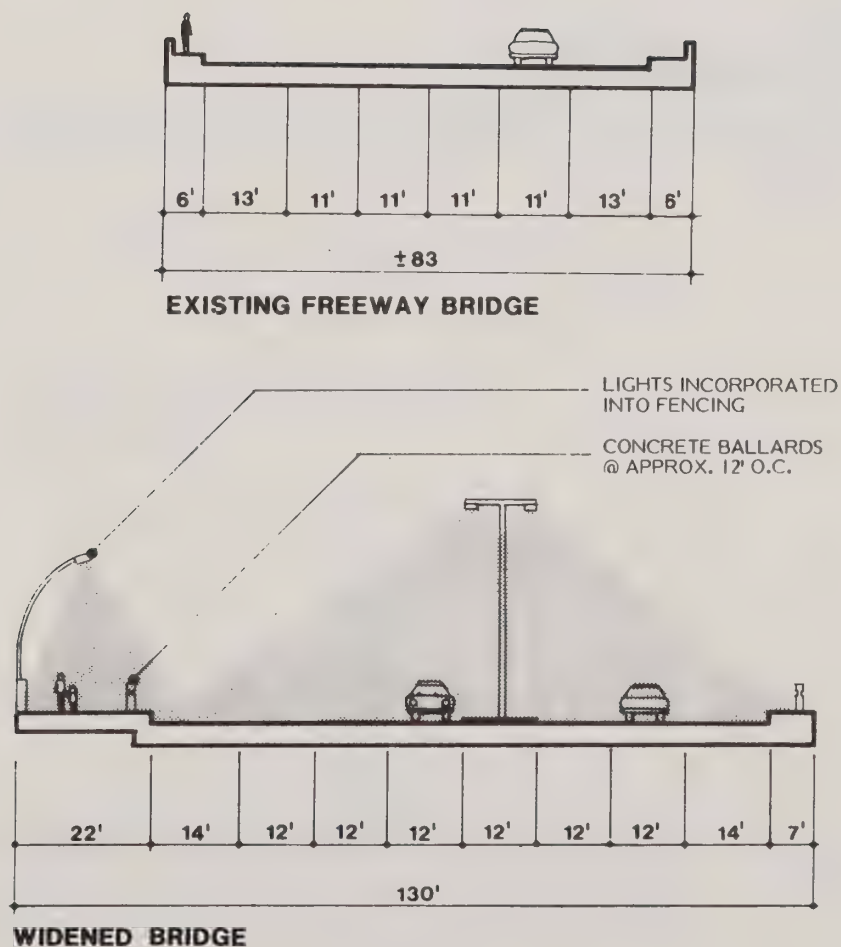
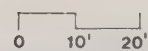


FIGURE 3
SECTION C (Prototypical) Looking West
FREEWAY BRIDGE WIDENING AT E STREET



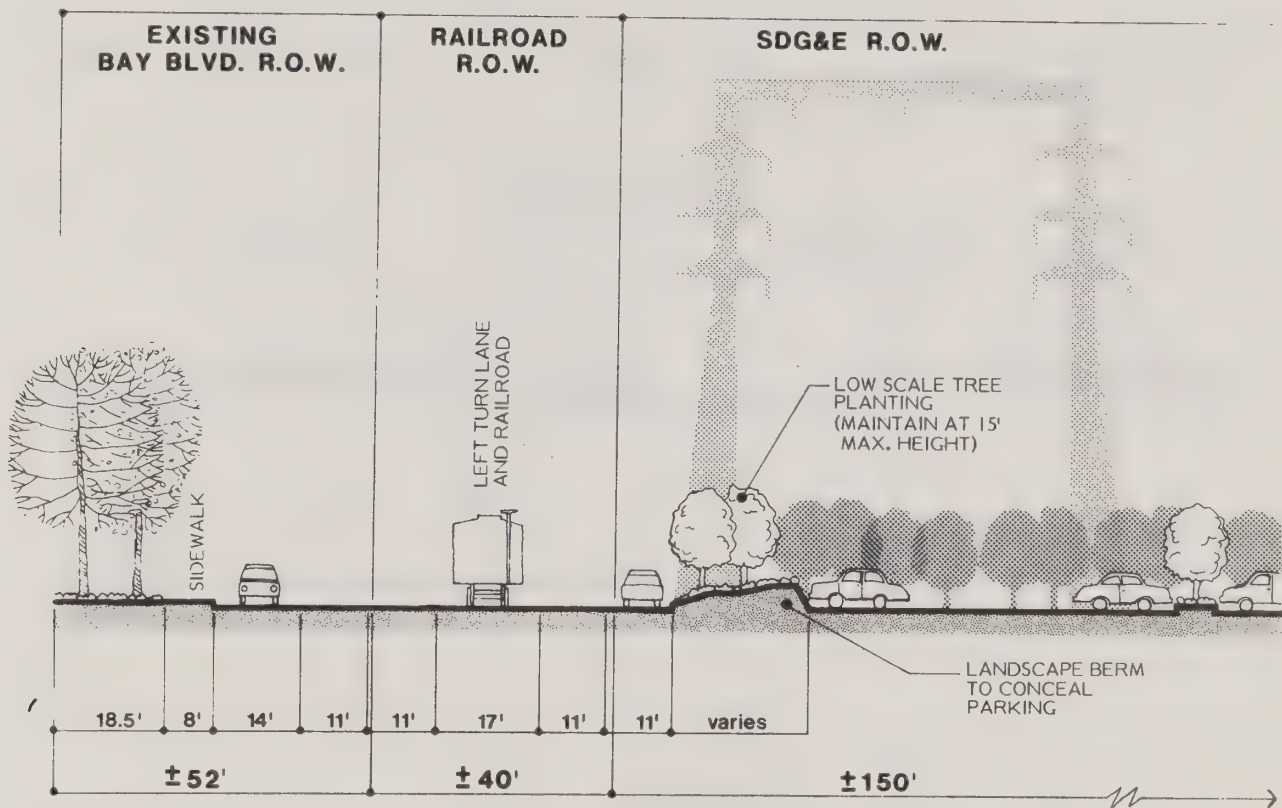


FIGURE 4
SECTION D (Prototypical) Looking South
BAY BLVD. FRONTAGE

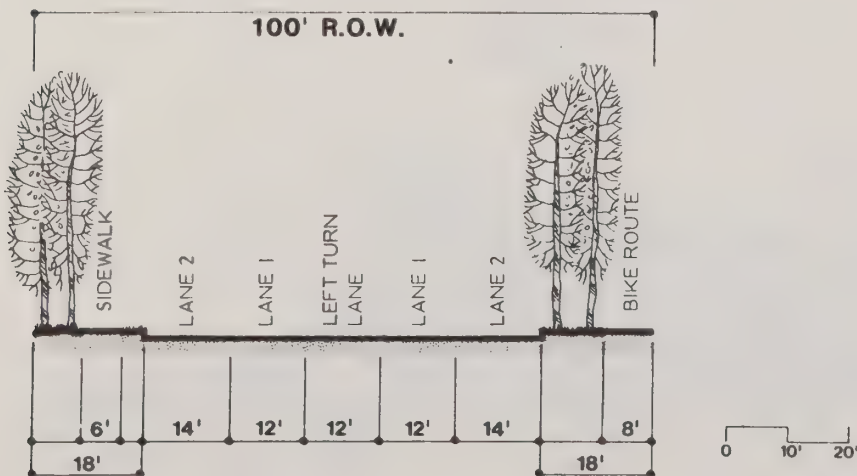


FIGURE 5
SECTION E (Prototypical) Looking West
F STREET EXTENSION - With Bike-Lane

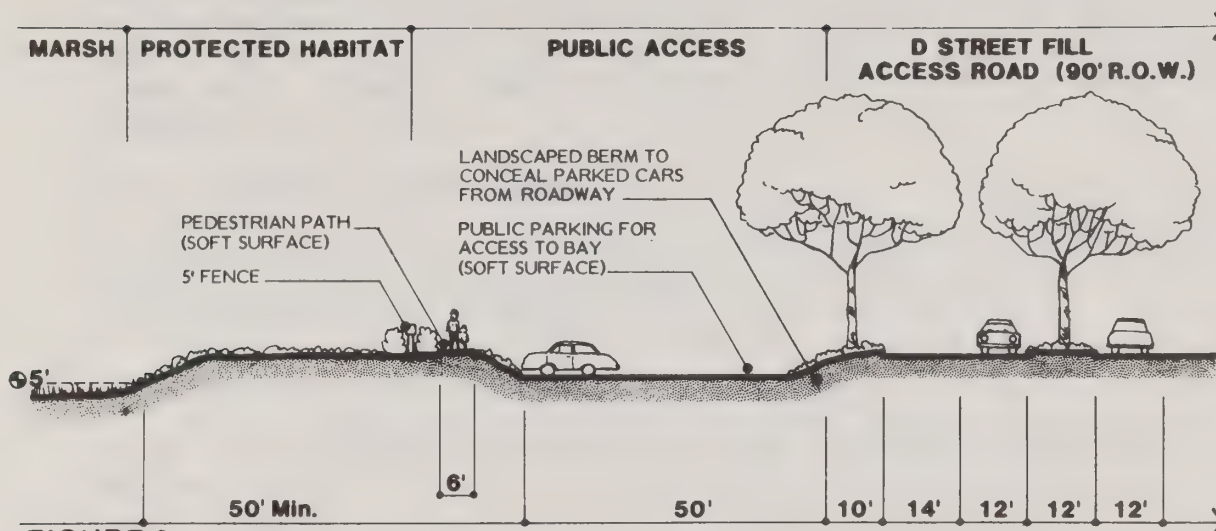


FIGURE 6
SECTION F (Prototypical) Looking West
GATEWAY TO D STREET FILL

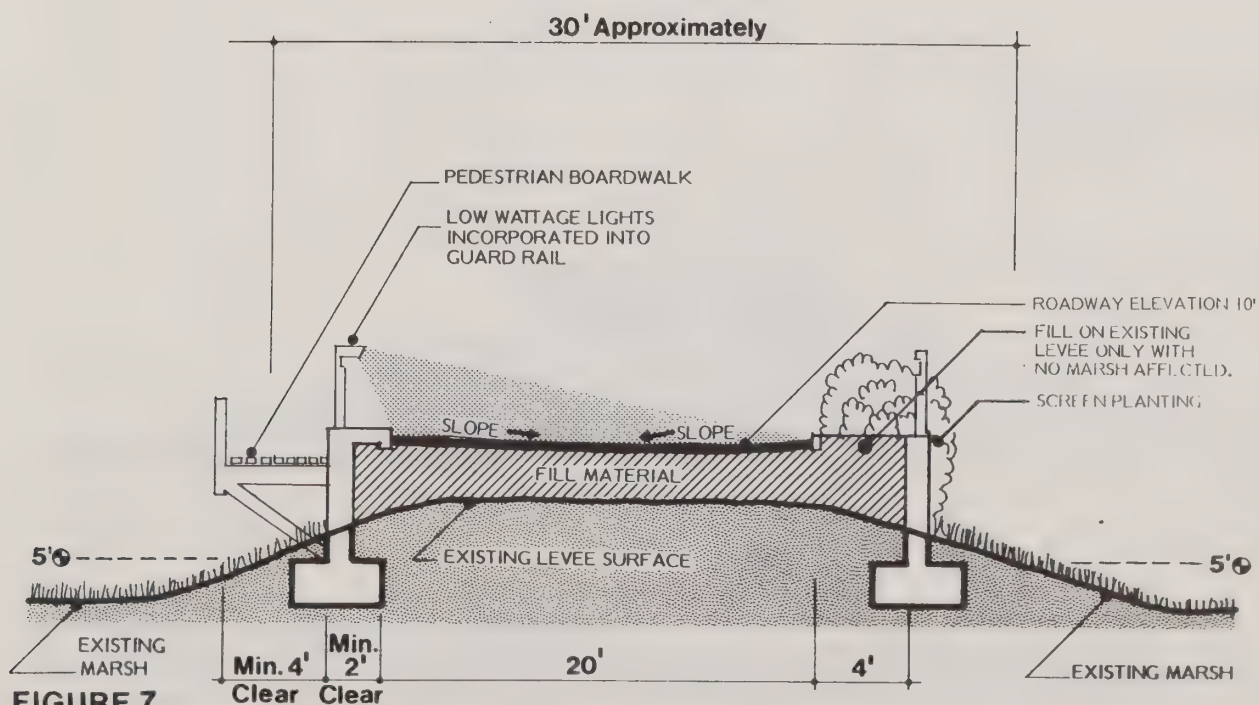


FIGURE 7
SECTION G (Prototypical) Looking West
ACCESS TO GUNPOWDER POINT

0' 2' 4' 6'

development. Pedestrian and bicycle routes in the Bayfront will interconnect with the proposed recreational improvements included in the CalTrans/Corps of Engineers project. The flood control project should anticipate this interconnection and provide for the necessary bridges or other structures. Pedestrian routes also shall interconnect major open spaces in the Bayfront to adjacent city neighborhoods via E Street and F Street. Pedestrian routes shall adhere to the pedestrian route delineation shown on Map 3.

Section 19.86.09 - Bicycle Routes

Map 3, Circulation, shall control development and location of a continuous shoreline bicycle route to be a part of the statewide system. Joint pedestrian and bicycle use of the Gunpowder Point paths shall be permitted.

Section 19.86.10 - Street Names

Street names for future streets shall be those designated in the subdivision map process.

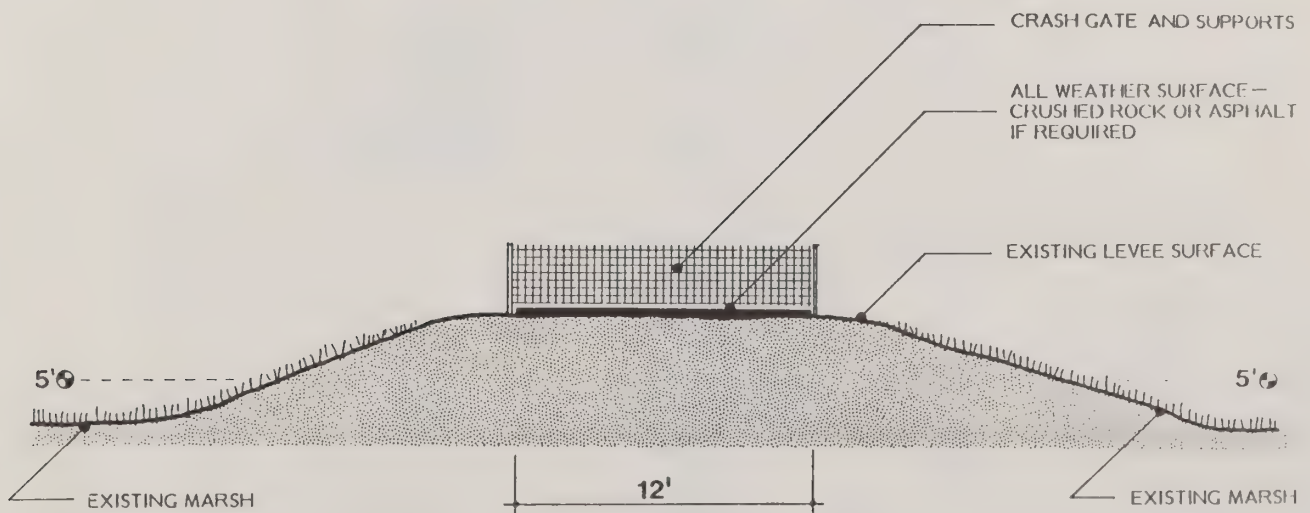
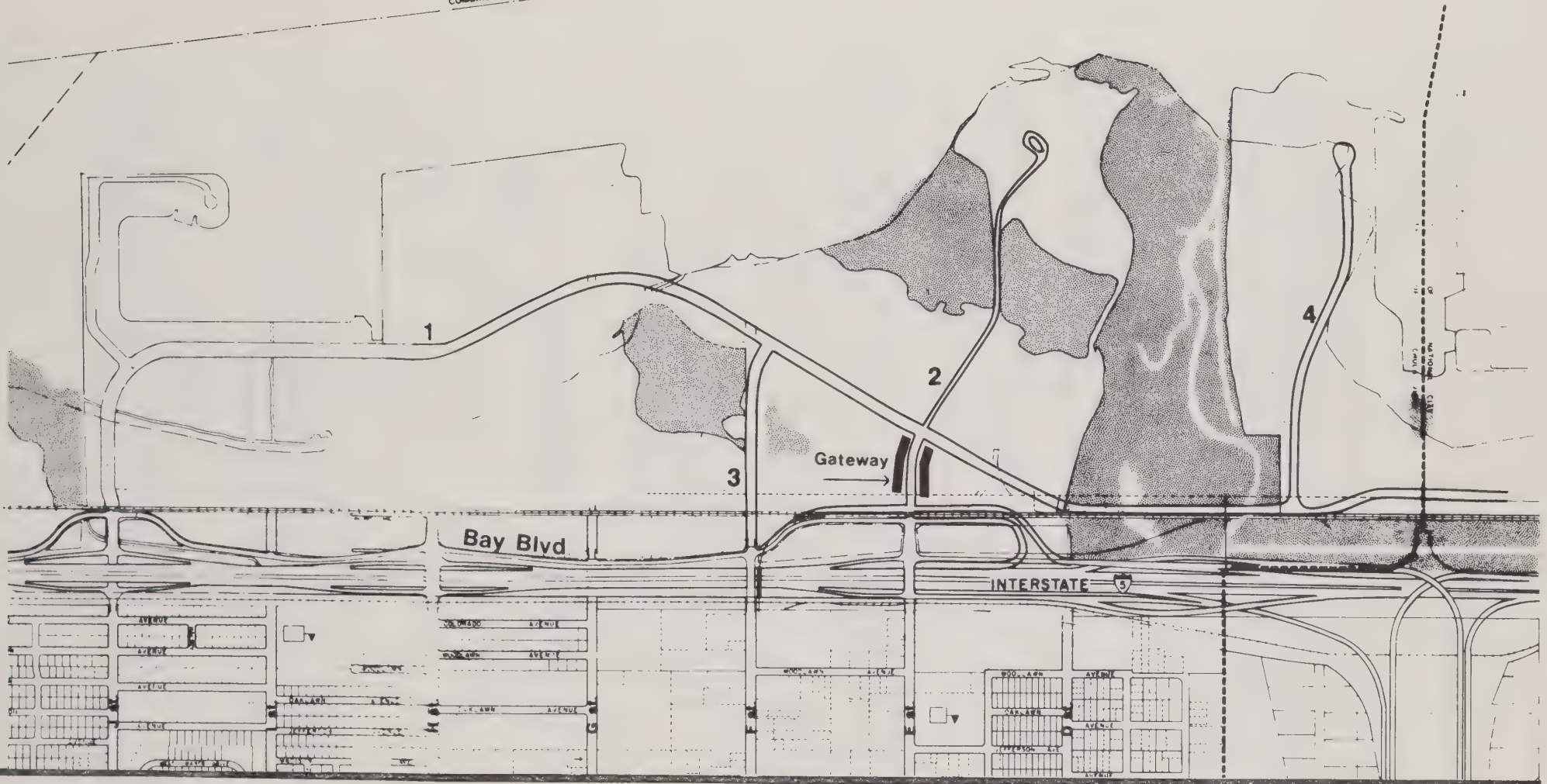


FIGURE 8
SECTION G1 (Prototypical) Looking East
SECONDARY ACCESS TO GUNPOWDER POINT-EMERGENCY ROUTE ONLY



ALTERNATIVE NAMES

① J Street & Tidelands Avenue - Marina Vista Boulevard Bayfront Boulevard	
② E Street	- Bayfront Pointe Drive Gunpowder Pointe Drive
③ F Street	- Lagoon Drive
④ D Street Fill	- Bonita Vista Drive Pointe Bonita Drive Bonita Pointe Drive

MAP 3A CHULA VISTA LOCAL COASTAL PROGRAM TENTATIVE STREET NAMES



0' 1300'

SEDWAY COOKE ASSOCIATES
URBAN AND ENVIRONMENTAL
PLANNERS AND DESIGNERS

UTILITIES

Section 19.87

Section 19.87.01 - Stormwater Management and Drainage

Grading and drainage concepts shall be incorporated into street plans to utilize streets in the stormwater collection system. Building pad grades and generalized design grades for streets shall be designated to ensure protection from concurrent storm and high-tide events and to provide sufficient cover over underground utilities.

Section 19.87.02 - Geotechnical Constraints

A detailed evaluation of liquefaction shall be routinely made for any major engineering project. With the exception of Original Upland areas as shown in Map 5, geotechnical studies shall be provided prior to any development.

Geotechnical studies may be appropriate for certain upland areas and shall be required where valid data is not available.

Section 19.87.03 - Utility Service and Grading Objectives

Map 4, Utility System, shall control the location of sewer water systems. The following objectives shall guide the design and implementation of utility services and areawide grading:

1. Provide adequate sizing of utility lines to assure sufficient capacity for the most intensive users.
2. Minimize the import of soil to that necessary for the protection of developable areas from flooding during concurrent storms and high-tide conditions.
3. Protect existing natural resources from undue impact during construction phases.
4. Provide for an adequate on-site storm drainage system to preclude drainage directly into wetland habitat without adequate filtering of sediments or trapping of pollutants.
5. Provide appropriate slope gradients in critical locations to ensure proper drainage.

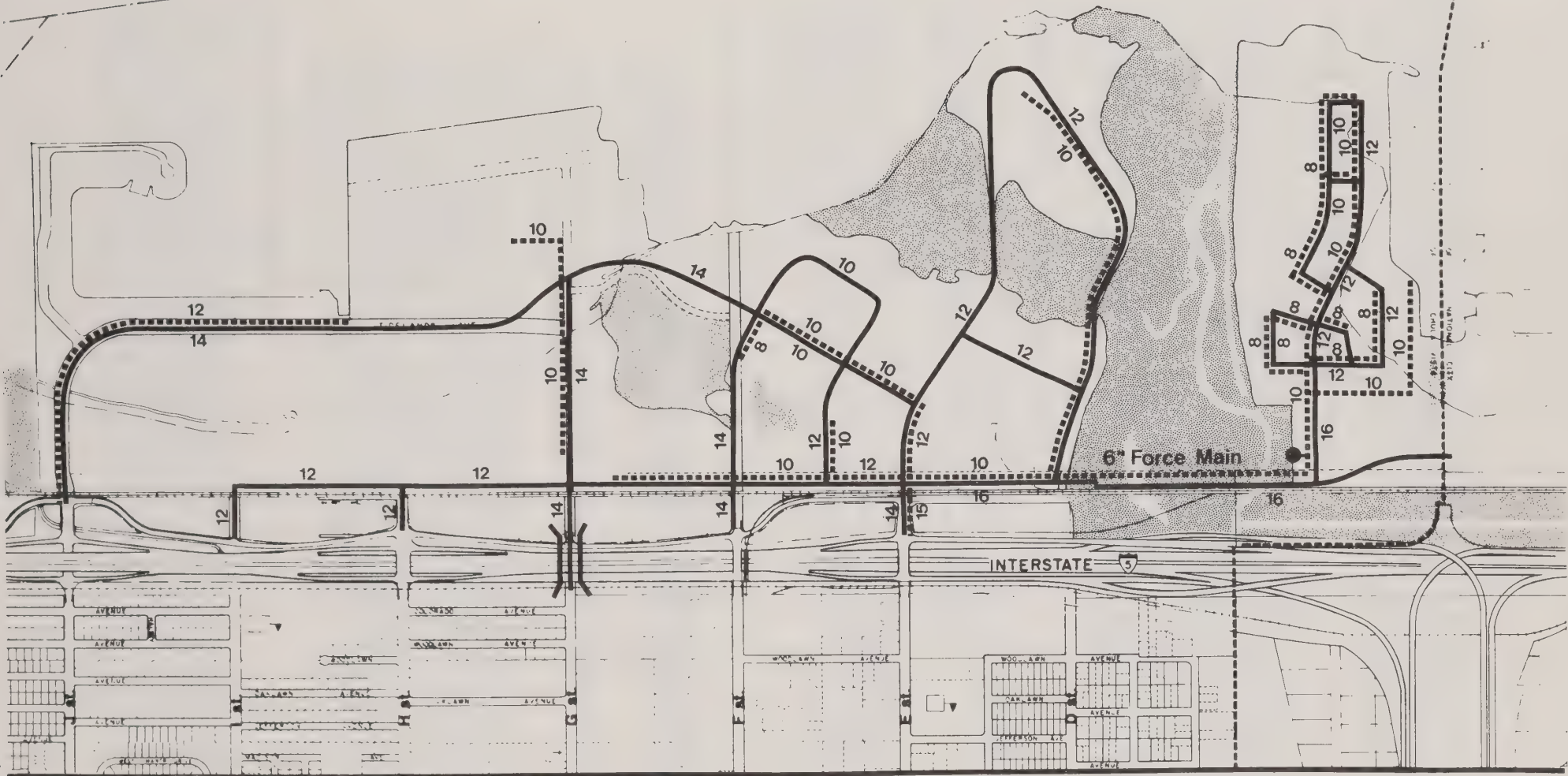
Section 19.87.04 - Water Service

The 12-inch waterline in G Street connecting the lines in Bay Boulevard and Tidelands Avenue is necessary to maintain a looped system during development of the Project. An easement for pipeline operation shall be maintained even though the area might be fenced for security reasons by Rohr Industries.

Section 19.87.05 - Off-Site Pipelines

Because phased development may require off-site pipeline construction, especially in industrial areas, to maintain adequate pressure and fire flows, a temporary connection to National City pipelines shall be made during development of the D Street Fill

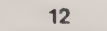
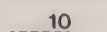
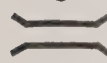
COMBINED PIERHEAD & BULKHEAD LINE



MAP 4

CHULA VISTA
LOCAL COASTAL PROGRAM

UTILITY
SYSTEM

-  Water Line *
-  Sewer Line *
-  Sewer Pump Station
-  Utility Bridge

* All sizes noted are optimum; variations will be required for special conditions.



0' 1200'

area, as well as a permanent valved connection for fire protection of facilities in either city. The major factor in sizing pipelines for this project will be fireflows, especially for commercial or industrial buildings, which may require 4,000-9,000 gallons per minute provided by looped 12-inch or single 16-inch pipelines.

Section 19.87.06 - Proposed Sewer Service

The Metropolitan Sewerage System of San Diego (Metro System), servicing Chula Vista via a 78-inch diameter trunk sewer, should serve the Project area by draining to an existing manhole north of E Street where metering facilities would be constructed. Sewers flowing by gravity to this location will require considerable earthwork for the D Street Fill (Subarea 1) and Gunpowder Point (Subarea 2) developments. Portions of those areas should drain toward a sewage lift station which will force the sewage under pressure across the bridge or dike to gravity sewers. Phased development may require extensive off-site grading and sewer extensions.

Section 19.87.07 - Grading and Drainage

The project shall import earth to ensure building pads above the 100-year flood level (about elevation 10) and above higher high-tide level. The grading concept for imported fill is shown in Map 5, Land Form and Drainage.

Special care shall be taken at the marshes to reduce problems of silting and oil or chemical leakage. Some diversion of flood water is necessary and desilting/retention basins may be required. A major detention basin shall be built in the Midbayfront to accept surface drainage and provide for desilting, and oil and chemical entrapment.

The following additional regulations shall apply:

All grading activities for the road, utilities, and installation of erosion and sedimentation devices shall be prohibited within the period from October 1 to April 1 of each year.

All permanent erosion control devices shall be developed and installed prior to any on-site grading activities.

All areas distributed by grading shall be planted within 60 days of the initial disturbance and prior to November 1 with temporary or permanent (in the case of finished slopes) erosion control methods. Such planting shall be accomplished under the supervision of a licensed landscape architect and shall consist of seeding, mulching, fertilization and irrigation adequate to provide 90% coverage within 90 days. Planting shall be repeated if the required level of coverage is not established. This requirement shall apply to all distributed soils including stockpiles.

Section 19.87.08 - SDG&E Row

Due to roadway configuration for Bay Boulevard at the intersection with E Street, street widening should occur on the west side of the SD & AE Railroad tracks within the 150-foot-wide SDG&E right-of-way. Some relocation of the two separate 69-KV power lines presently running on either side of the railroad tracks may be necessary. If feasible, these lines should be consolidated and incorporated

COMBINED PIERHEAD & BULKHEAD LINE

T DELANDS AVE

INTERSTATE 5

- 15— Contour Line
- ⑮ Spot Elevation
- ← Drainage Direction

MAP 5

CHULA VISTA
LOCAL COASTAL PROGRAM

PLANNED LAND FORM: GRADING/FILLING AND DRAINAGE



0' 1200'

elsewhere in the utility right-of-way. Where the Tidelands Avenue extension is incorporated into the railroad levee at the Sweetwater Marsh crossing, the roadway bed will cross beneath the tower lattice power lines at either end, for which coordination with SDG&E is required.

ENVIRONMENTAL MANAGEMENT

Section 19.88

Section 19.88.01 - Environmental Management Policies and Objectives

The following objectives shall serve as guidelines for future protection and enhancement of the wetland and upland resources in the Bayfront.

1. Provide for the long-term protection of critical natural habitat areas by cooperating in a multi-jurisdictional planning and implementation program with adequate safeguards and guarantees.
2. Incorporate the mitigation requirements of the CalTrans/Corps of Engineers joint highway and flood control project into the environmental management provisions of the Chula Vista Bayfront Land Use Plan, so that land development and resource protection measures will be complementary.
3. Maintain coordination with the San Diego Unified Port District in the development of plans and programs for areas adjacent to the Chula Vista Bayfront to assure that environmental management objectives in the Bayfront Land Use Plan can be successfully implemented.

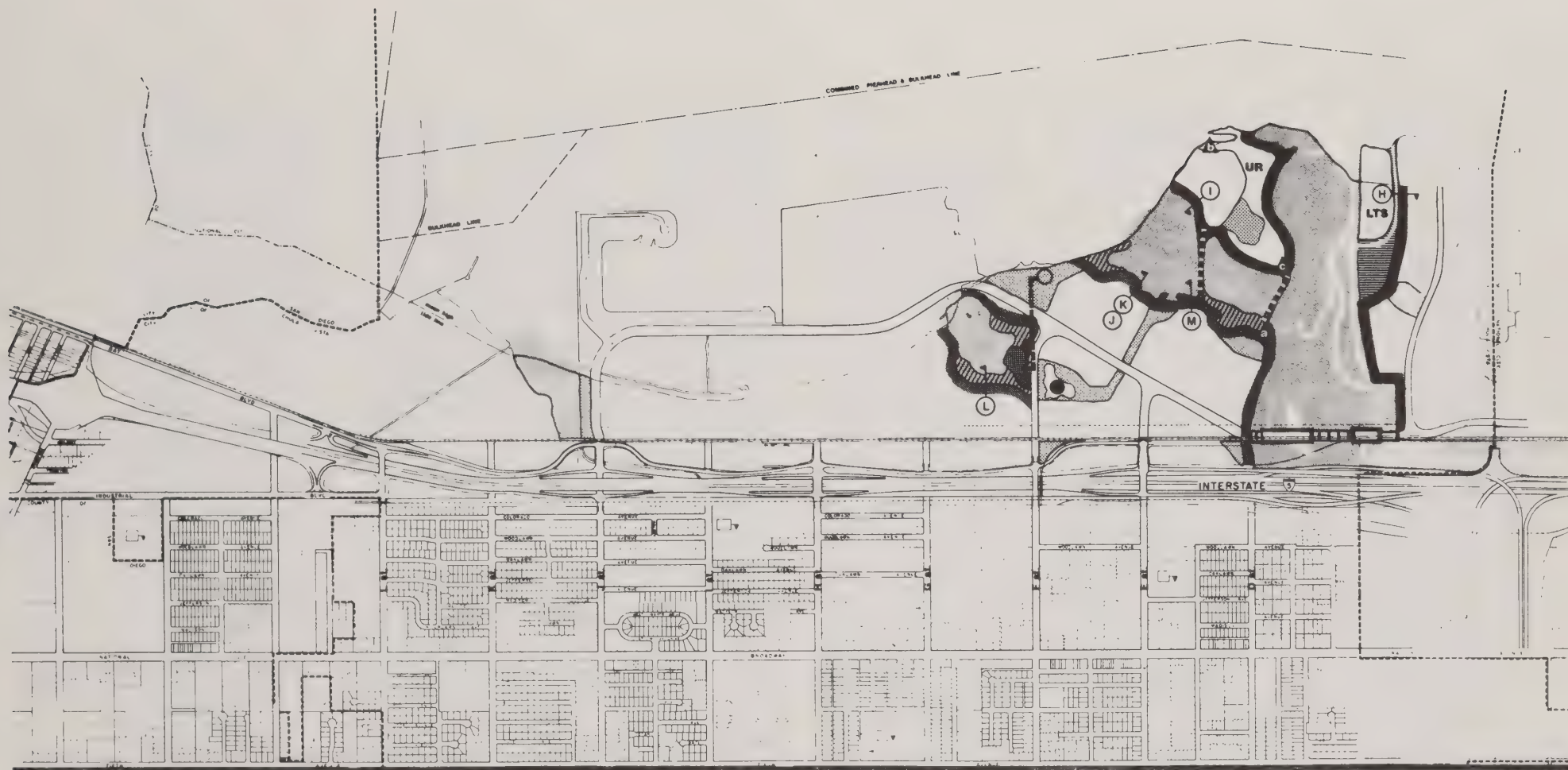
The management program shall be implemented by pursuing the Environmental Organization and Administration Objectives included in Environmental Organization and Administration, at Section 19.88.5.

Section 19.88.02 - Environmental Management Program

Map 6, Environmental Management, provides for specific protection and enhancement measures for the wetland and upland resources and design provisions for critical wetland buffer conditions. Cross-sections H through P, which follow, are prototypical illustrations of specific land use guidelines adjacent to various wetland resources which shall apply to all new development.

Section 19.88.03 - Subarea I-D Fill Environmental Management Provisions

- (a) Least Tern Sanctuary. A minimum 10-acre least tern sanctuary shall be located at the southwest corner of the D Street Fill to maintain the greatest length of natural habitat on three sides of the sanctuary perimeter. A wetland channel shall separate the sanctuary from the adjacent developed areas (Map 6, Section H). The channel shall be designed for minimum maintenance utilizing tidal flushing to maintain channel depth. The channel shall be adequate to provide a barrier to access for humans, dogs, and cats.
- (b) Proposed Upland Conversion of Wetland. The required provision for 9.6 acres of upland conversion to wetland by CalTrans shall be located adjacent to the Sweetwater Marsh and generally east of the proposed least tern sanctuary. This new wetland shall be used to create a channel separating the least tern sanctuary from the developed portion of the D Street Fill to increase feeding areas directly east of the proposed sanctuary.



Wetland Resources

- Protected Wetlands
- Upland Conversion to Wetlands
- Wetland Enhancement
- Freshwater Pond
- Detention Basin

Upland Resources

- Wetland Buffer (100 feet)
- LTS Least Tern Sanctuary
- UR Upland Revegetation
- Public Park and Open Space

Widened Levee

- Causeway (replaces levee)
- Road on Existing Levee
- Interpretive Center (alternative locations)
- Year Round Fresh Water Source
- Section (see text)

MAP 6 CHULA VISTA LOCAL COASTAL PROGRAM ENVIRONMENTAL MANAGEMENT



0 50 100
Feet

- (c) Proposed Wetland Buffer. The 100-foot-wide buffer to be acquired as part of the CalTrans/Corps of Engineers project mitigation requirements shall be configured to protect the existing Sweetwater Marsh edge and the proposed new wetland. Pedestrian access to the inboard 50 feet of the buffer shall be limited. Visual access from the buffer shall be provided into the wetland at regular and appropriate points along the length of the buffer.

Section 19.88.04 – Subarea 2-Gunpowder Point

- (a) Proposed Building Envelope. The maximum FAR in the developable portion of the designated site shall be 0.5. Development on Gunpowder Point will be limited to an approximately 14-acre area within a zone farthest removed from environmentally sensitive natural habitats. Buildings shall be located at least 300 feet away from the northeast and northwest corners of Gunpowder Point to minimize possible influence on flight paths of some bird species. Placement of development directly adjacent to Sweetwater Marsh or Vener Pond shall be avoided by a minimum building setback of 200 feet. A minimum 100-foot buffer shall be maintained to provide for a refuge within the ecotone.

Buildings shall be confined to the southwest portion of the Point directly adjacent to the bay. The largest open space area consistent with the development program shall be maintained. Parking and building footprint coverage shall be minimized rather than building height. Hotel-employee-serving parking shall be provided in the Midbayfront area. A maximum building height of 8 stories shall be maintained in order to minimize coverage and a maximum of 12 stories shall be permitted if it is shown that increasing open land area will benefit natural resource values and other requisite findings are made.

- (b) Proposed Wetland Buffer and Levee Access. The 100-foot-wide buffer to be acquired as part of the CalTrans/Corps of Engineers project mitigation requirements shall be configured to protect the existing marshes and pond. Access to Gunpowder Point shall be via the south levee with emergency access via the north levee. All human and domestic pet access to Sweetwater Marsh, Vener Pond, and E Street Marsh shall be limited. A hidden fence shall be incorporated into a graded drainage swale to control access to the wetland without interfering with distance views (Reference: Map 6, Section I). Public attention shall be directed to specific controlled viewing locations along the south and east perimeter of the Point. Disruption to wildlife from use of the southern levee shall be minimized by limiting fill in the wetlands (less than 1/2 acre) to only that necessary for levee reinforcement or protection to adequately maintain the proposed roadway. The more critical pond side of the southern levee shall be screened with landscaping to reduce disturbance to marsh and water birds (Reference: Map 3, Section G). Pedestrian access shall be provided on the southern levee on the E Street Marsh side on the roadway. All access to the northern levee shall be prohibited except for emergency vehicles.
- (c) Proposed Restoration. Degraded or limited natural resources on Gunpowder Point shall be enhanced with a program of wetland and upland restoration. An interpretive center shall be developed for public use. The center may be located in areas of high wildlife use if carefully screened (e.g., developed as a photographic blind). Alternative locations for the interpretive center are shown in Map 6. The existing Frankenia palmeri population shall be preserved. Adjacent lands shall be protected and the spread of the population encouraged. The berm

WETLAND BUFFER DESIGN

FOR SECTION LOCATION SEE MAP 6 – ENVIRONMENTAL MANAGEMENT

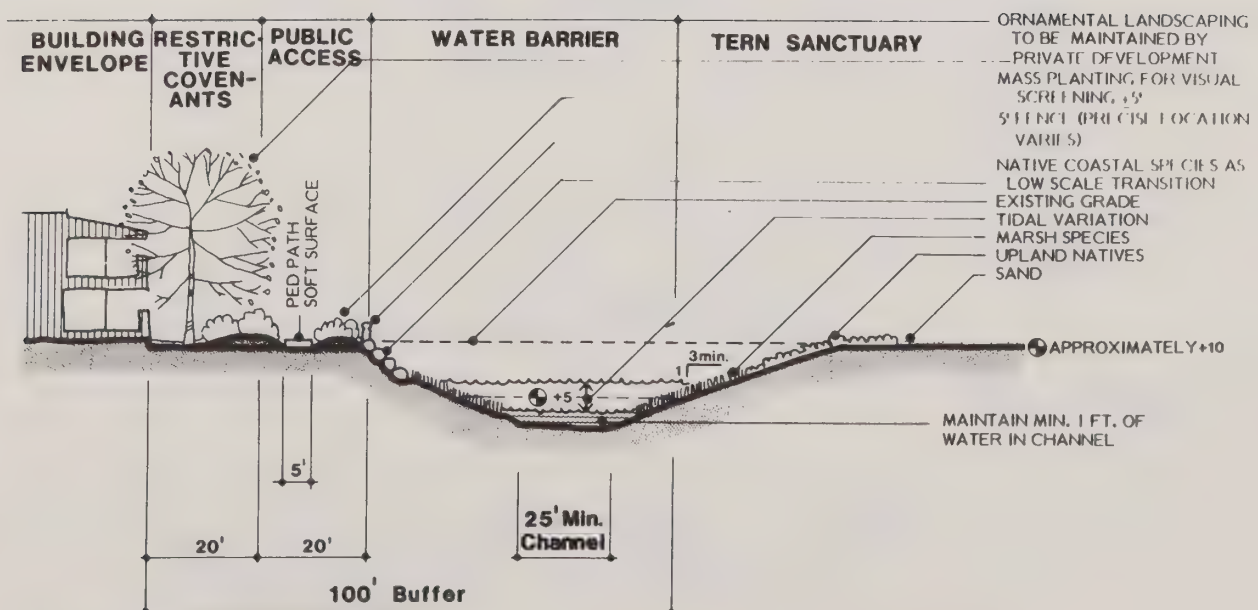
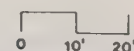


FIGURE 9
SECTION H (Prototypical) Looking East
EXCAVATED CHANNEL AT TERN ISLAND SANCTUARY



WETLAND BUFFER DESIGN

SEE MAP 6

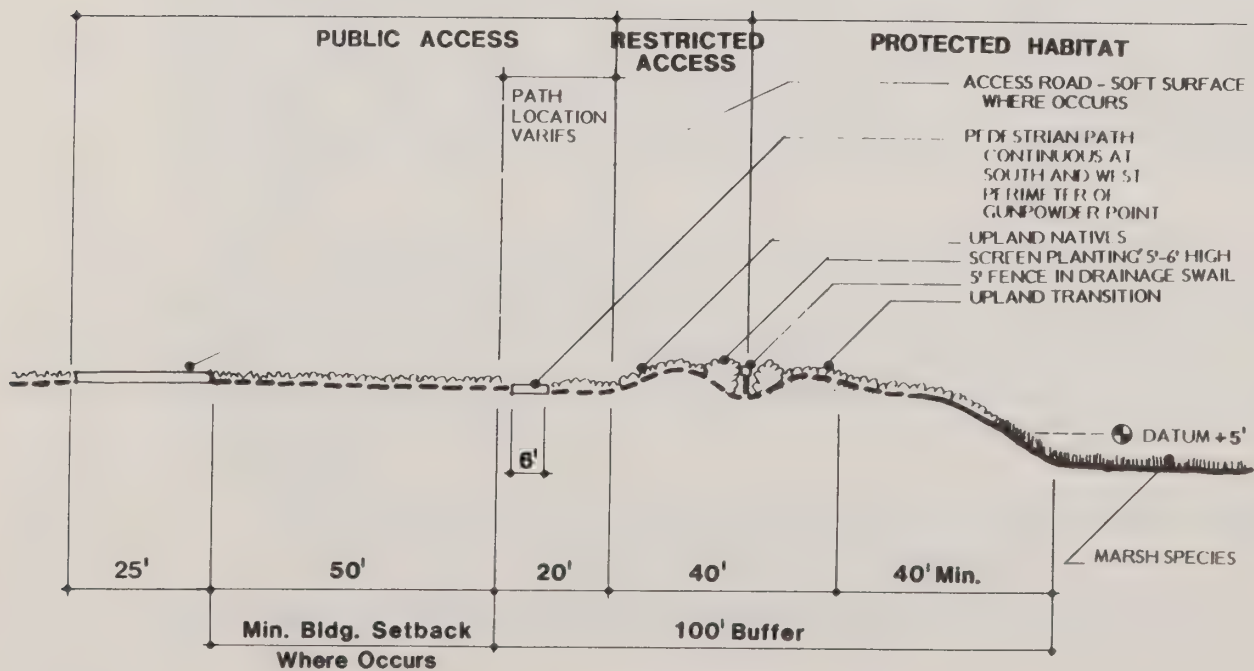


FIGURE 10
SECTION I (Prototypical) Looking North
HIDDEN FENCE AT GUNPOWDER POINT



around the lagoon in the southwest corner of Gunpowder Point shall be removed and it shall be restored to a healthy wetland. This area may also be established as a focus of one of the interpretive centers. Spoil from the wetland-upland mosaic in the northwestern corner shall be removed, and it shall be restored to wetland. The undeveloped portions of the upland shall be restored to a southern coastal scrub or other appropriate upland vegetation type(s). A restoration program shall include: (1) removal of existing structures, spoil, and other remnants of human use; (2) grading to level spoil and fill borrow pits; (3) an approved revegetation design to establish a native and naturalized landscape community; and (4) a soil erosion design to control erosion of scarified areas into adjacent wetlands during revegetation operations.

Section 19.88.05 – Subarea 3-Midbayfront

- (a) Proposed Wetland Buffer. The 100-foot-wide buffer to be acquired as part of the CalTrans/Corps of Engineers project mitigation requirements shall be configured to protect the existing marshes and pond. In addition, a 100-foot buffer shall be provided around the F-G Street Marsh except where the existing industrial building encroaches within the buffer area. Adjacent to the existing structure, the buffer will be as wide as space permits. All human and domestic pet access to Sweetwater Marsh, Vener Pond, the E Street Marsh, and the F-G Street Marsh shall be limited (Reference: Map 6, Sections J through M). Pedestrian and bicycle access to the inboard 50 feet of the buffer shall be limited. Visual access from the buffer into the wetlands shall be provided at points along the length of the buffer, as shown in Map 7.
- (b) Proposed Wetland Restoration. Degraded areas of former wetlands shall be restored to high-quality salt marsh or mudflat in areas adjacent to Vener Pond, the E Street Marsh, and the F-G Street Marsh. Additionally, seasonal freshwater supply will be increased and urbanized runoff into the wetlands controlled. As compensation for filling of less than 1 acre of existing wetland elsewhere in the Bayfront in order to achieve the necessary circulation improvements, filled or degraded margins will be restored as high-quality wetlands.

At the low-lying agricultural field north of the F-G Street Marsh, a stormwater detention facility shall be constructed to accept urban runoff from the Midbayfront. This facility shall be utilized to store runoff during peak storm periods and as a sediment trap. This storm detention facility shall be connected to the new freshwater pond at the F-G Street Marsh to provide a seasonal water supply to the wetland. Procedures for assuring water quality standards shall include the following:

1. Drainage shall be directed away from the faces of cut and fill slopes or any slope subject to erosion into approved drainage structures.
2. Where necessary riprap, check dams, etc., shall be employed to control erosion.
3. All steep slopes shall be planted to reduce erosion, with approved irrigation and maintenance.
4. The maintenance of planted slopes, erosion control facilities, etc., shall be the responsibility of the developer.

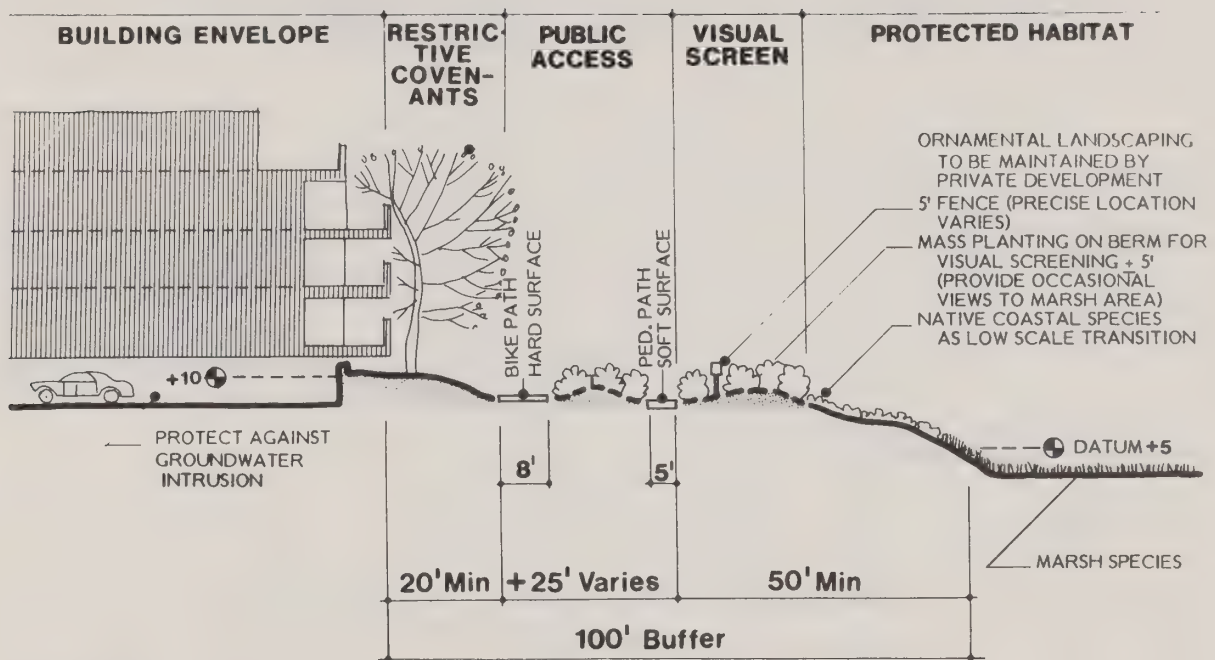


FIGURE 11
SECTION J (Prototypical) Looking South
RESIDENTIAL BUFFER- Mid-Rise MFD

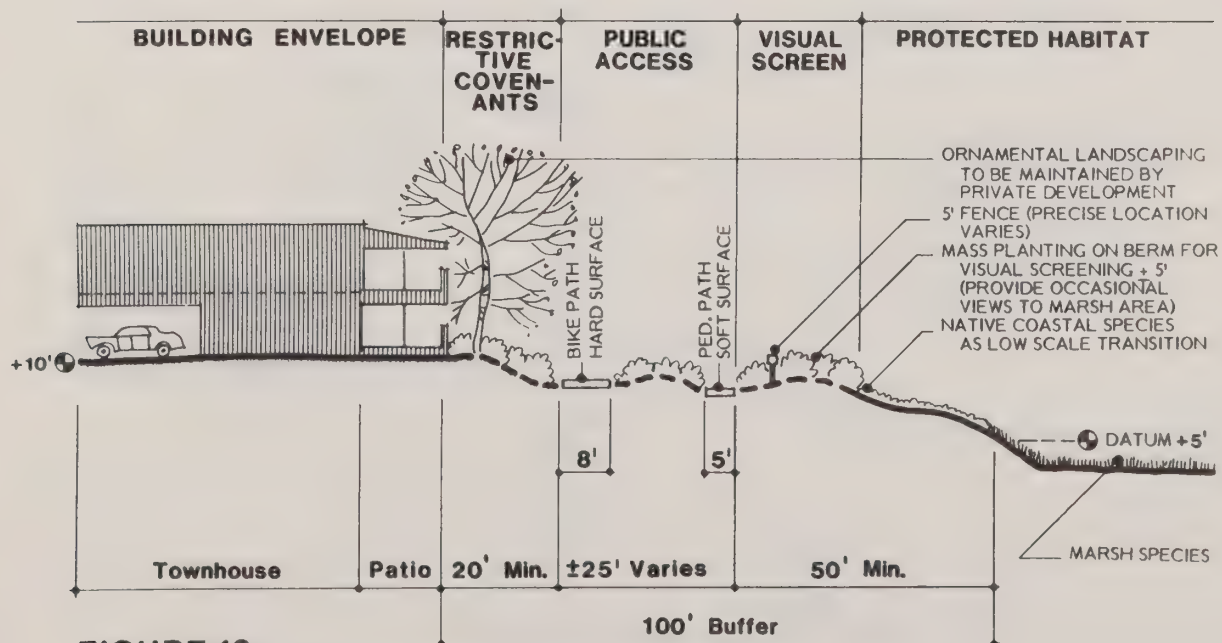
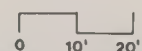


FIGURE 12
SECTION K (Prototypical) Looking South
RESIDENTIAL BUFFER - Townhouse



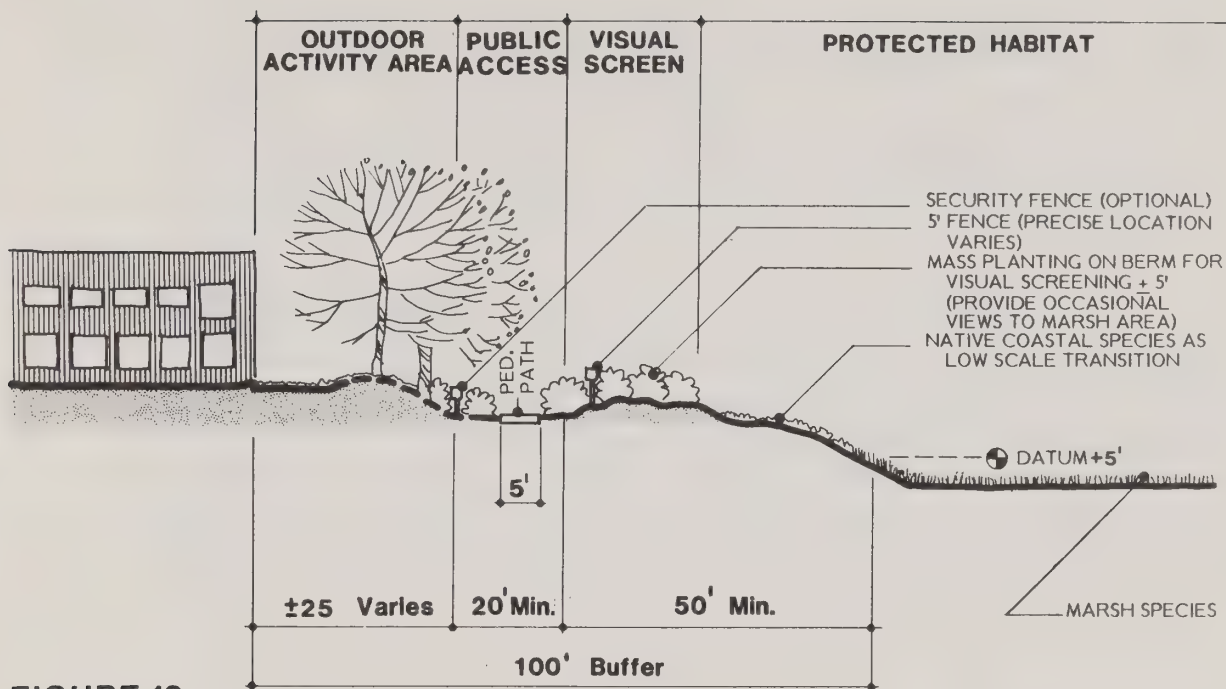


FIGURE 13
SECTION L (Prototypical) Looking West
OFFICE PARK BUFFER

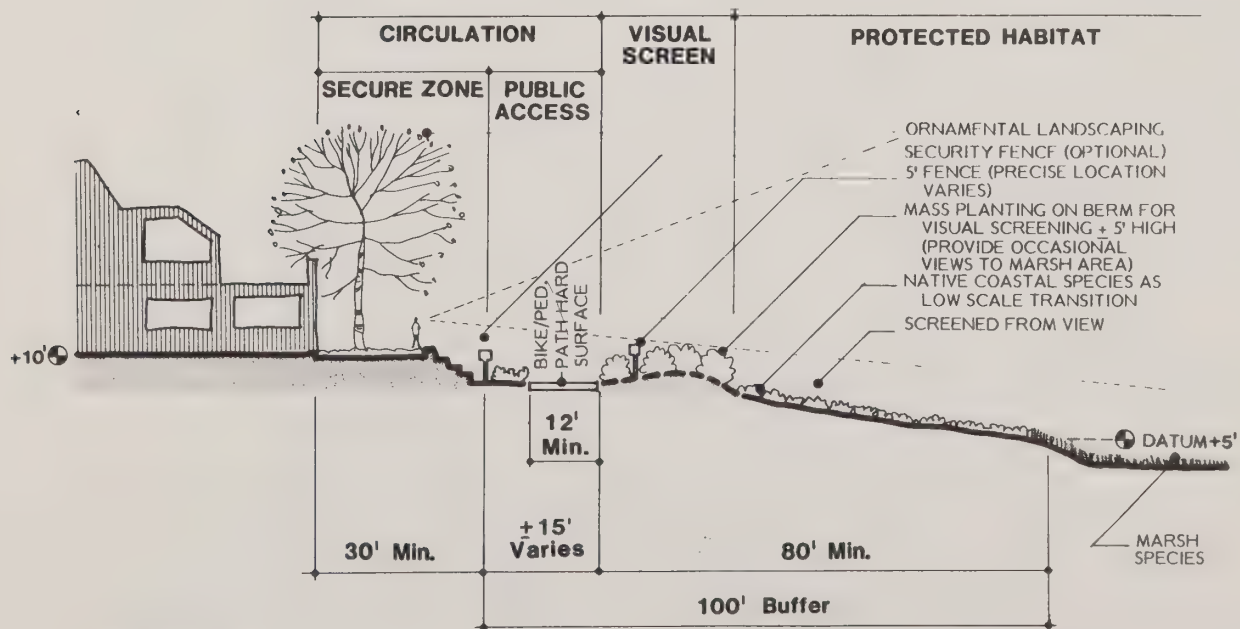


FIGURE 14
SECTION M (Prototypical) Looking West
SPECIALTY RETAIL BUFFER

Section 19.88.06 - Subarea 4-Marsh Areas

- (a) Proposed Tidelands Extension. Tidelands Avenue shall cross the Sweetwater Marsh in conjunction with improvements to the existing railroad causeway. This will include fill on degraded portions of the Marsh located on the western boundary of the existing causeway, with the area to be filled less than 1 acre. The existing railroad viaducts spanning the water channels connecting the portions of the Sweetwater Marsh on both sides of the railroad shall be rebuilt to increase the length of the span and thereby to improve existing tidal flow to the eastern portion of the Marsh.
- (b) Proposed Restoration. The Tidelands Avenue extension shall be a part of a restoration program for the railroad levee crossing of Sweetwater Marsh. To accommodate the wider cross-section required for the roadway without adversely impacting the marsh, the amount of existing bridging will be increased, fill removed, and wetlands restored to compensate for the fill required for the remaining portions of the roadway. An equivalent area of approximately 1 acre of high-quality wetland will be created for the amount of poor-quality (between eight- and nine-foot elevation) salt flats covered in the road widening. Additional areas of high ground adjacent to the west side of the road will be lowered in elevation to establish an improved salt marsh in that area.

ENVIRONMENTAL ORGANIZATION AND ADMINISTRATION

Section 19.88.5

Section 19.88.51 - Environmental Organization and Administration

The City of Chula Vista Local Coastal Program Land Use Plan, approved by the California Coastal Commission on March 27, 1984, recognizes the need for a comprehensive management program for the Sweetwater Marsh complex. The purpose of this Section is to expand upon and define the objectives of the Land Use Plan and to provide for a cooperative marsh management program involving local, state, and federal governmental agency, landowner, and citizen participation. The State Coastal Conservancy has informally agreed to play the principal role of coordinating the marsh management program and further defining the program and its responsibilities. Such coordination is urgently needed because of the many governmental entities whose programs and projects may affect or are located in or adjacent to the Sweetwater Marsh complex, including the City of Chula Vista Bayfront Local Coastal Program; the Corps of Engineers/CalTrans Sweetwater River Flood Control Channel/Route 54-Interstate Highway 5 interchange; and implementation of the Port Master Plan by the San Diego Unified Port District.

Section 19.88.52 - Bayfront Conservancy Trust

To implement the habitat preservation and enhancement objectives provided for by the Bayfront Land Use Plan and to monitor or coordinate mitigation measures required in connection with already approved projects, this Environmental Management Plan creates the Chula Vista Bayfront Conservancy Trust. The Environmental Management Plan and the Bayfront Conservancy Trust will incorporate features previously found to be beneficial in other wetland/natural resource management programs.

Section 19.88.53 - Management Goals and Objectives

The following management objectives shall direct management actions.

1. Maintain, restore, and enhance wetland and upland habitat areas in a biologically productive state consistent with applicable LUP provisions and technical advice by the State Coastal Conservancy, Department of Fish and Game, and U.S. Fish and Wildlife Service.
2. Create and fund the Chula Vista Bayfront Conservancy Trust to receive and hold dedications of land; engage in restoration, enhancement, and preservation of Sweetwater Marsh complex natural resources; and increase public knowledge of and support for natural resource conservation, including through an active public educational program.

Section 19.88.54 - Administrative Organization: Bayfront Conservancy Trust Governing Board

Consistent with the Bayfront LCP Land Use Plan, all presently privately owned property within the Sweetwater Marsh complex (approximately 188 acres) will be given in fee to the Bayfront Conservancy Trust, which will be created jointly by the City of Chula Vista and the State Coastal Conservancy consistent with the Environmental

Management Plan. The Bayfront Conservancy Trust will be governed by a nine-member Board of Directors which will consist of: (1) the Mayor of Chula Vista or his/her designee, who will also be the Chairman; (2) a representative of the San Diego Unified Port District; (3) a representative appointed by the County of San Diego Board of Supervisors; (4) a representative of the private land ownership north of "G" Street within the Coastal Zone; (5) a representative of the Educational Community from the field of environmental sciences; (6) a representative of an environmental organization; (7) appointee of the State Coastal Commission; (8) appointee of the State Coastal Conservancy; (9) appointee of the Chula Vista City Council, citizen-at-large.

Special provisions apply to the following numbered seats:

- (4) At the time when special improvement districts are formed in the subject area, a representative of the collective ownerships will be selected on an election basis supervised by the City of Chula Vista.
- (5) At the direction of the Chairman, representation will be on a two-year rotation basis through a request to the Chancellor of the University of California, San Diego or the President of San Diego State University.
- (6) The Chula Vista City Council will select, on a two-year rotation basis, a representative from a regionally recognized organization whose aim is the protection and conservation of the natural environment.
- (7) and (8) Those appointed need not be members of the State Coastal Commission or State Coastal Conservancy respectively.

Section 19.88.55 - Bayfront Conservancy Trust Organization and Functions

The Bayfront Conservancy Trust shall be organized as a non-profit organization under the laws of the United States and California, and shall adopt bylaws in accordance therewith and with the management goals and objectives set forth in this Environmental Management Plan. On January 1 of every year, the Bayfront Conservancy Trust shall, in addition to any other reports required by law, submit an annual report for the year preceding to the City Council of Chula Vista on the status of implementation of the Bayfront LCP, including acreage of habitat areas restored, enhanced, and protected; a count of wildlife, including endangered species, utilizing the Bayfront; a full accounting of the Bayfront Conservancy Trust's past-year and coming-year budgets; and recommendations for the improvement of the Bayfront Environmental Management Program. The State Coastal Conservancy has agreed to provide technical and organizational support to assist in the formation of the Bayfront Conservancy Trust.

Section 19.88.56 - Revenue Sources

The bylaws of the Bayfront Conservancy Trust shall provide that it may receive and seek donations, grants, or other contributions from all sources. Consistent with mitigation of previously approved coastal development permits and the Bayfront LCP Land Use Plan, initial funding for restoration and revegetation shall be provided by the U.S. Army Corps of Engineers, the California Department of Transportation, City of Chula Vista redevelopment funds, and developer funds. In addition, the City of Chula Vista will seek funding support from the State Coastal Conservancy pursuant to Propositions 18 and 19 (1984).

Ongoing Sweetwater Marsh wetland and other habitat area maintenance will be funded by:

- a. **Bayfront Open Space and Maintenance Assessment District.** In conjunction with creation of the Bayfront Conservancy Trust, the City of Chula Vista will establish the Bayfront Open Space and Maintenance Assessment District to provide annual funding support for Sweetwater Marsh/upland habitat maintenance. As a condition of project approval, the Chula Vista Redevelopment Agency will require that all commercial and residential development, and their subsequent respective owners, be annually assessed to support the wetland/upland habitat maintenance program.
- b. **Other Sources.** Grant and other funding support for long-term continuing Bayfront natural resource conservation and enhancement needs identified by the Bayfront Conservancy Trust will be sought from all available public and private sources. The Bayfront Conservancy Trust bylaws shall provide that identification and achievement of long-term funding of resource conservation and enhancement activities in addition to normal maintenance funded by the Bayfront Open Space and Maintenance Assessment District be of the highest priority.

Section 19.88.57 - Program Definition

The implementation of the actions identified above are based on commitments or requirements contained in the Chula Vista Bayfront Redevelopment Plan, Bayfront LCP Land Use Plan, and the Corps of Engineers and CalTrans Consistency Determination CD-18-82.

The Bayfront Conservancy Trust, working in close cooperation with the State Coastal Conservancy and all of the agencies that have an interest in the wetlands and other natural resource values of the Bayfront, shall prepare a detailed and implementable Bayfront Management Plan. The Bayfront Management Plan initial restoration and clean-up at a minimum shall consist of the following.

Section 19.88.58 - Bayfront Management Plan Elements: Initial Restoration and Clean-Up

1. Gunpowder Point

- a. Removal of dwellings, masonry structures, and debris (by landowner)
- b. Regrading of disturbed land area to natural conditions (by landowner)
- c. Removal of invasive and non-native plants per LUP (Biological Analysis) (by landowner, Bayfront Conservancy Trust)
- d. Removal of demolition debris and concrete rubble on Gunpowder Point-San Diego Bay intertidal area/beaches

2. Removal of Flotsam, Debris, Fill

- a. Southwest side of Sweetwater Marsh (by Corps of Engineers)
- b. Sweetwater Marsh (by Corps of Engineers)
- c. E Street Marsh (by Corps of Engineers)
- d. F-G Street Marsh (by Bayfront Conservancy Trust/State Coastal Conservancy)
- e. Bayside of Gunpowder Point

Section 19.88.59 - Wildlife Habitat Restoration and Enhancement

The staff of the State Coastal Conservancy has agreed to the City of Chula Vista's request that the Conservancy assume the lead role in preparing and coordinating preparation of the detailed wildlife habitat restoration and enhancement plan for the Bayfront. At a minimum, such plan should include:

1. Coastal Salt Marsh Habitat
 - a. East side of Vener Pond (by Corps of Engineers)
 - b. South side of E Street Marsh (by Corps of Engineers)
 - c. West and east sides of F-G Street Marsh (by Bayfront Conservancy Trust/State Coastal Conservancy)
 - d. East of the least tern sanctuary on the D Street fill (by CalTrans)
 - e. Levee removal as part of Tidelands Avenue extension (by CalTrans/City of Chula Vista)
2. Freshwater Marsh Habitat
 - a. North side of F Street, including at siltation basin site (by Bayfront Conservancy Trust)
 - b. South side of F-G Street Marsh (by Bayfront Conservancy Trust)
3. Upland Habitat
 - a. Least Tern Sanctuary - Place sand and shell surface before excavating channel in coordination with CalTrans wetland restoration site (by Bayfront Conservancy Trust)
 - b. Northern Gunpowder Point - Restoration of coastal sage scrub habitat (by Bayfront Conservancy Trust)
4. Tidal Flow Augmentation
 - a. F-G Street Marsh-Tidelands Avenue drainage improvements (by Bayfront Conservancy Trust)
 - b. Tidelands Avenue extension causeway on old Coronado Line trestle (by City of Chula Vista)
 - c. Southern Gunpowder Point access levee (by City of Chula Vista)
 - d. Northern Gunpowder Point access levee (by Corps of Engineers)
5. Fencing and Berming
 - a. 188-acre Sweetwater Marsh mitigation site for Sweetwater Channel/Route 54 project (by Corps of Engineers)
 - b. F-G Street Marsh (by City of Chula Vista)
 - c. 100-foot-wide wetland/habitat area buffers (by City of Chula Vista/Corps of Engineers)
6. Trails and Interpretive Features
 - a. Pedestrian and bicycle trails at edge of buffer zones (by City of Chula Vista/Corps of Engineers)
 - b. Interpretive center at Gunpowder Point (by City of Chula Vista/State Coastal Conservancy)

Section 19.88.60 - Bayfront Conservancy Trust Maintenance and Monitoring Programs

The following additional maintenance and monitoring programs are included:

- I. Maintenance (funded per Section "Revenue Sources" above).
 - a. Trails
 - (i) Erosion damage due to normal use
 - (ii) Weed removal
 - b. Sediment Removal
 - (i) Culvert blockage removal
 - (ii) Open channel constriction or blockage, especially at Least Tern sanctuary
 - (iii) Siltation basin clean-out
 - c. Interpretive/Public Access Signs
 - (i) Weathering
 - (ii) Vandalism
 - d. Trash Removal
 - (i) Upland litter removal
 - (ii) Flotsam removal from marshes
 - (iii) Removal of invasive/non-native species
 - e. Emergency Storm Damage Repair
 - (i) San Diego Bay shoreline
 - (ii) Trail erosion
 - (iii) Sweetwater Marsh complex tidal circulation
 - f. Gunpowder Point Nature Preserve
 - (i) Habitat management to control invasive species
 - (ii) Litter/trash removal
 - g. Offshore
 - (i) Removal of derelict ships (by Port of San Diego)
 - (ii) Removal of rubble exposed on tidal flats and replacement of beach materials
 - h. Habitat Area Monitoring
 - (i) Least Tern sanctuary (by Bayfront Conservancy Trust/U.S. Fish and Wildlife Service/California Department of Fish and Game)
 - (ii) Use of wetlands by the light-footed clapper rail and Belding's Savannah sparrow
 - (iii) Other bird species (by Bayfront Conservancy Trust)

- (iv) Coastal salt marsh bird's beak population (by Bayfront Conservancy Trust/U.S. Fish and Wildlife Service)
- (v) Frankenia palmeri population (by Bayfront Conservancy Trust)
- (vi) F-G Street revegetation (by Bayfront Conservancy Trust)
- (vii) Plant populations at Sweetwater Marsh, Gunpowder Point, Vener Farms (by Bayfront Conservancy Trust/Corps of Engineers/Cal-Trans)

Section 19.88.61 - Educational and Interpretive Program

The Bayfront Conservancy Trust, in cooperation with Chula Vista schools, other educational institutions, non-profit organizations, and community groups, will design and implement a Sweetwater Marsh public educational and interpretive program, which at a minimum will consist of:

1. On-Site Activities

- a. In cooperation with the State Coastal Conservancy public access/interpretive sign program, develop and maintain public access and interpretive signs to and along trails, vista points, and other points of interest on the Bayfront.
- b. Conduct guided tours of Bayfront natural areas for the public, including hotel visitors.
- c. Establish a Bayfront volunteer and internship program.
- d. Perform maintenance functions relating to the Gunpowder Point preserve, and to public access to the Bayfront.

2. Off-Site Activities

- a. Outreach Sweetwater Marsh educational program at elementary school level
- b. Outreach Sweetwater Marsh educational program (interns, docents) at secondary school level
- c. Ongoing public information program about Sweetwater Marsh complex through electronic and printed media
- d. Bayfront Conservancy Trust participation in professional meetings, community events, etc.

Section 19.88.62 - Staffing

A Bayfront/Sweetwater Marsh naturalist-manager and a volunteer director-information coordinator will be required to oversee implementation of the Bayfront Environmental Management Program and provide liaison with interested school districts, community groups, conservation organizations, and other interested persons. Both positions should be contract employees of the Bayfront Conservancy Trust, report to its Board of Directors, and be funded through the assessments of the Bayfront Open Space and Maintenance District.

The base of operations for these two staff positions should be the interpretive center on Gunpowder Point. Depending upon the level of public utilization of the Interpretive Center and other public facilities in the Bayfront, additional seasonal naturalists-rangers may be required to provide meaningful educational programs as well as provide for the protection and maintenance of the coastal natural resources.

PHYSICAL FORM AND APPEARANCE

Section 19.89

Section 19.89.01- Basic Form and Appearance Objectives

The following objectives shall serve as guidelines for use of land and water resources to preserve a sound natural environment:

1. Preserve existing wetlands in a healthy state to ensure the aesthetic enjoyment of marshes and the wildlife which inhabit them.
2. Change the existing industrial image of the Bayfront, and develop a new identity consonant with its future prominent public and commercial recreational role.
3. Improve the visual quality of the shoreline by promoting public and private uses which provide proper restoration, landscaping, and maintenance of shoreline areas.
4. Remove, or mitigate by landscaping, structures or conditions which have a blighting influence on the area.
5. Develop a readily understandable and memorable relationship of the Bayfront (and the areas and elements which comprise it) to adjoining areas of Chula Vista and to the freeway and arterial approaches to the Bayfront.

To promote these policies, the Form and Appearance provisions of the Land Use Plan acknowledges three major components which comprise the physical form of the area: (1) natural resource areas to be preserved; (2) an open space system including walkways, bicycle ways, and park areas; and (3) development units having common usage and/or qualities, which should be treated as distinctive, but closely interrelated, visual entities. To reinforce the physical quality of these three components, Map 7, Form and Appearance, identifies: (1) landscape character and function; (2) major gateways; (3) architectural edges; and (4) views.

Section 19.89.02 - Landscape Character and Function

Major landscape components shall adhere to Map 7, Form & Appearance, to establish strong visual continuity in response to varied functional needs.

Section 19.89.03 - Landscape Screening

All areas designated for Landscape Screening in Map 7 shall include dense planting of trees and shrubs to serve three purposes: (1) diminish the visual impact of large existing industrial structures, such as those of Rohr Industries and SDG&E's plant and transmission towers, and extensive parking areas and outdoor storage areas; (2) define major entry points to the Bayfront and frame views; and (3) be used in masses as visual stopping points to limit views and provide natural vertical elements. The following standards shall guide Landscape Screening design:

- | | | | |
|--|------------------------------------|---|---|
|  | Landscape Screening |  | Irregular Building Edge |
|  | Parking Area Planting |  | Distant View to Protect |
|  | Informal Grove |  | Building Base Screened by Earth Berm |
|  | Formal Street Tree Planting | | |
|  | Gateway |  | Firm Architectural Edge |

MAP 7
CHULA VISTA
LOCAL COASTAL PROGRAM
FORM &
APPEARANCE



<u>Characteristics</u>	<u>Representative Location</u>
- o 40' to 60' height - o upright form - o evergreen	o Bay Boulevard

Existing pines and other trees shall be preserved to the maximum possible extent.

Section 19.89.04 - Parking Area Planting

All areas designated for Parking Area Planting in Map 7 shall include a planting program coordinated with parking improvements beneath the power lines. The 150-foot-wide right-of-way that bisects the Bayfront may include auto parking to diminish the visual impact of the power lines and strengthen the ground plane connection between both sides of the right-of-way. SDG&E criteria will permit planting that can be kept not more than 15 feet high, thereby maintaining sufficient clearance at the lowest point in the power line catenary. Planting in parking areas should establish a dense ground plane massing of shrubs and short trees to create a grove effect that screens cars from view and ties together in a strong horizontal line an intersecting mass of foliage on either side of the right-of-way (see Section D in Map 3 ,Circulation). The following standards shall guide Parking Area Planting design:

<u>Characteristics</u>	<u>Representative Location</u>
- o 10' to 15' height - o globular or multi-stem form - o evergreen	o SDG&E Row

Section 19.89.05 - Informal Groves

All areas designated for Informal Groves in Map 7 shall use a series of Informal Groves to identify the major community or neighborhood parks interconnected by continuous pedestrian circulation along the Bayfront's edge and into its interior. These Groves shall be planted with the same species in informal drifts to provide shade for recreational uses. The following standards shall guide Informal Grove design:

<u>Characteristics</u>	<u>Representative Location</u>
- o 40' to 80' height - o upright and open-branching in contrast with dense, vertical form - o mixed deciduous and evergreen	o Community Parks

Section 19.89.06 - Formal Street Tree Planting

All areas designated Formal Street Tree Planting in Map 7 have been designated for the major circulation spines of the Bayfront. The planting should be in regularly spaced intervals using species with predictable form characteristics to achieve strong linear avenues that guide views and establish perspective.

<u>Characteristics</u>	<u>Representative Location</u>
- o 40' to 60' height - o Crown shaped form - o Evergreen	- o Tidelands Avenue, E Street and D Street - o Bay Boulevard and Marina Edge on D Street

Section 19.89.07 - Gateways

Special consideration shall be given at Gateways (see Map 7) to roadway design, including signing and lighting, landscaping, and siting and design of adjoining structures to allow for design treatment which conveys an entry character.

Section 19.89.08 - Architectural Edges

The development shall comply with the following conditions in the specified areas:

- 1. Habitat Protection.** Structures shall be sited a sufficient distance from natural habitat areas to protect the natural setting and prevent interference with wildlife.
- 2. Pedestrian and Bicycle Access.** Structures shall be sited at a sufficient distance from the water's edge or marsh edge to ensure unencumbered pedestrian and bicycle access.
- 3. Privacy.** Structures shall be designed so that the uses which take place in a structure or private space adjoining the structure do not detract from, or prevent appropriate public use of, adjoining public open spaces. Reciprocally, the public areas shall be designed and their use regulated in a manner which does not diminish the intended use of adjoining developed lands.
- 4. Firm Edges.** Firm Edges as shown in Map 7, are required where a strong visual form, generally linear, is necessary to provide either for a terminus of views, visual distinctions between areas, channeled or controlled views in certain directions, or a sense of entry or arrival. These edges should be formed by buildings, but also may be achieved by use of earth berms or mass plantings.
- 5. Irregular Building Edges.** Irregular building edges are required where it is visually desirable to soften or de-emphasize the distinction between open space areas and adjoining development. This prevents harsh contrasts between different areas, allows visual penetration between areas, and variation in the spatial experiences and qualities in these areas.
- 6. Building Base Screened by Earth Berm.** In areas so indicated on Map 7, an earth berm shall be built up so that the base of the building shall not be visible from beyond the berm.

Section 19.89.09 - View Points

Development of the Bayfront shall ensure provision of three types of views:

- 1. Views from the Freeway and Major Entry.** Ensure a pleasant view onto the site and establish a visual relationship with the bay, marshes, and bay-related development.

2. Views from Roadways Within the Site (particularly from Tidelands Avenue, to the marshlands, bay, parks and other bay-related development). Locations shall preserve a sense of proximity to the bay and marshlands.

3. Views from the Perimeters of the Bayfront Outward. Views which are primarily pedestrian-oriented, stationary and more sustained should be experienced from parts of the open space and pathway system and enable viewers to renew visual contact at close range with the bay and marshlands.

SUBAREA SITE SPECIFIC DEVELOPMENT AND DESIGN PROVISIONS

Section 19.90

Section 19.90.01 - Bayfront Gateway View Sequence Policy

The corridor view sequence policy shown in Map 8, Sequence of Views Along the Bayfront Gateway, shall be pursued by adhering to design requirements corresponding to the indicated number.

1. Street Entry. A dense canopy of trees shall be provided on both sides of E Street to obscure views of SDG&E power lines and focus views on the immediate landscape of the street. The street trees shall be closely spaced and in a regular rhythm to achieve this objective. Immediately west of the freeway, future buildings on the north side shall be sited and designed to reinforce the sense of entry created by the street trees and existing building mass. Map 9, Landscape Concept at E Street Gateway, conveys a conceptual plan.

2. Bay Boulevard Entry. A sense of entry shall be created on the southbound freeway entrance to the Bayfront. A canopy of trees shall be provided along both sides of Bay Boulevard to screen the power lines and transmission towers from view and direct motorists to the E Street intersection. At E Street, the Bayfront-oriented movement shall be accentuated by widening the roadway along the west side and provision of an additional left turn lane. Map 9 depicts an illustrative design.

3. E Street/Bay Boulevard Intersection. Upon approaching and crossing Bay Boulevard, an axial view terminated by the building mass of commercial structures in the Midbayfront areas shall be created. To permit this visual relationship, a tower, dome or other vertical form reaching a height of 70 feet shall be permitted in the commercial area of Tidelands Avenue.

4. F Street/Tidelands Avenue Intersection. After crossing Tidelands Avenue, a channeled view of Vener Pond and Gunpowder Point shall be provided by a combination of closely and regularly spaced trees and two- to three-story building facades along each side.

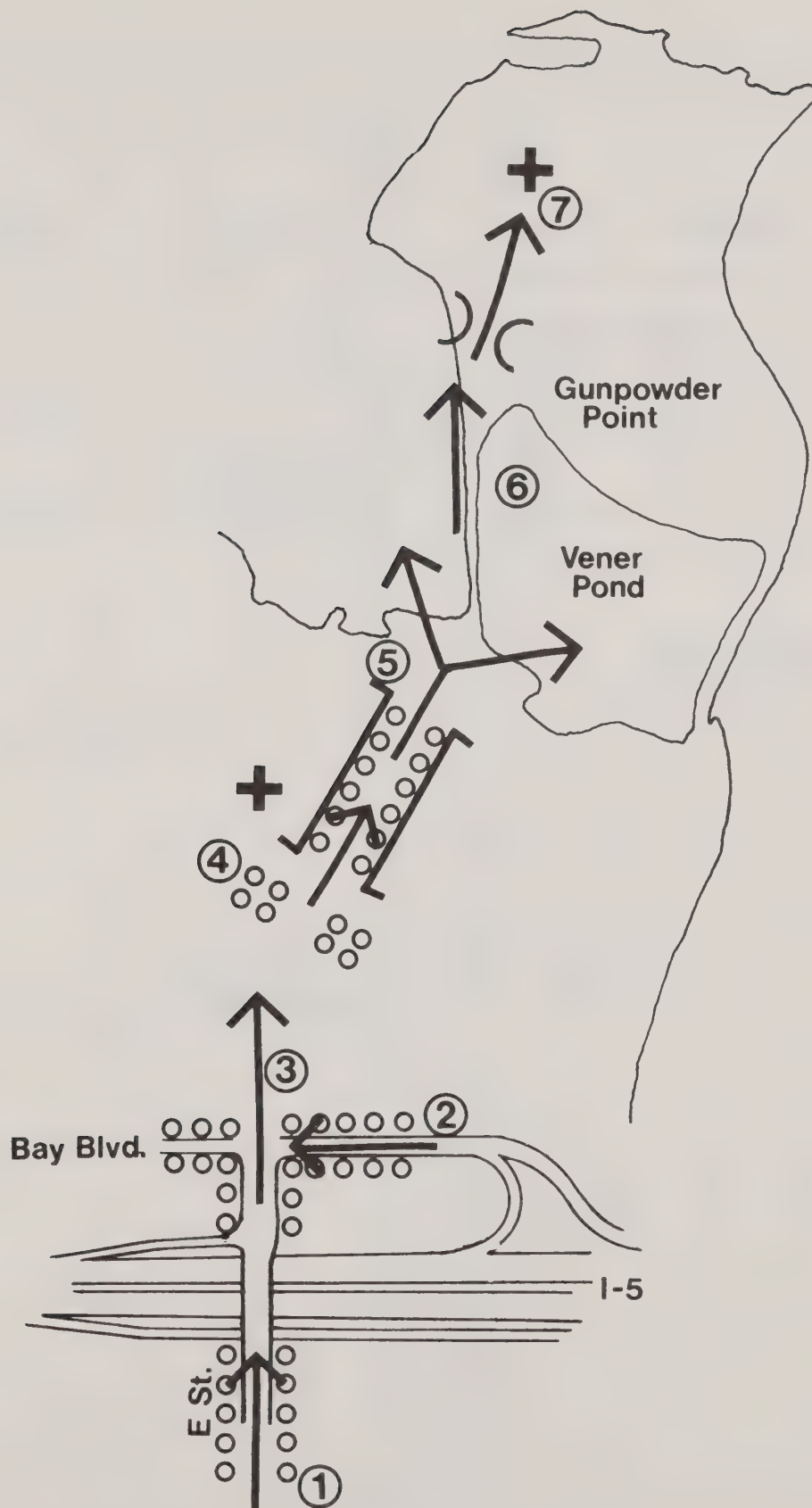
5. Views to Vener Pond. At Point 5 on Map 8, panoramic views of Vener Pond, Gunpowder Point and San Diego Bay shall be provided. Major massing of trees should be avoided along the shoreline to protect this view.

6. Views along Levee. From the roadway linking the Midbayfront and Gunpowder Point, views shall be focused on the hotel complex.

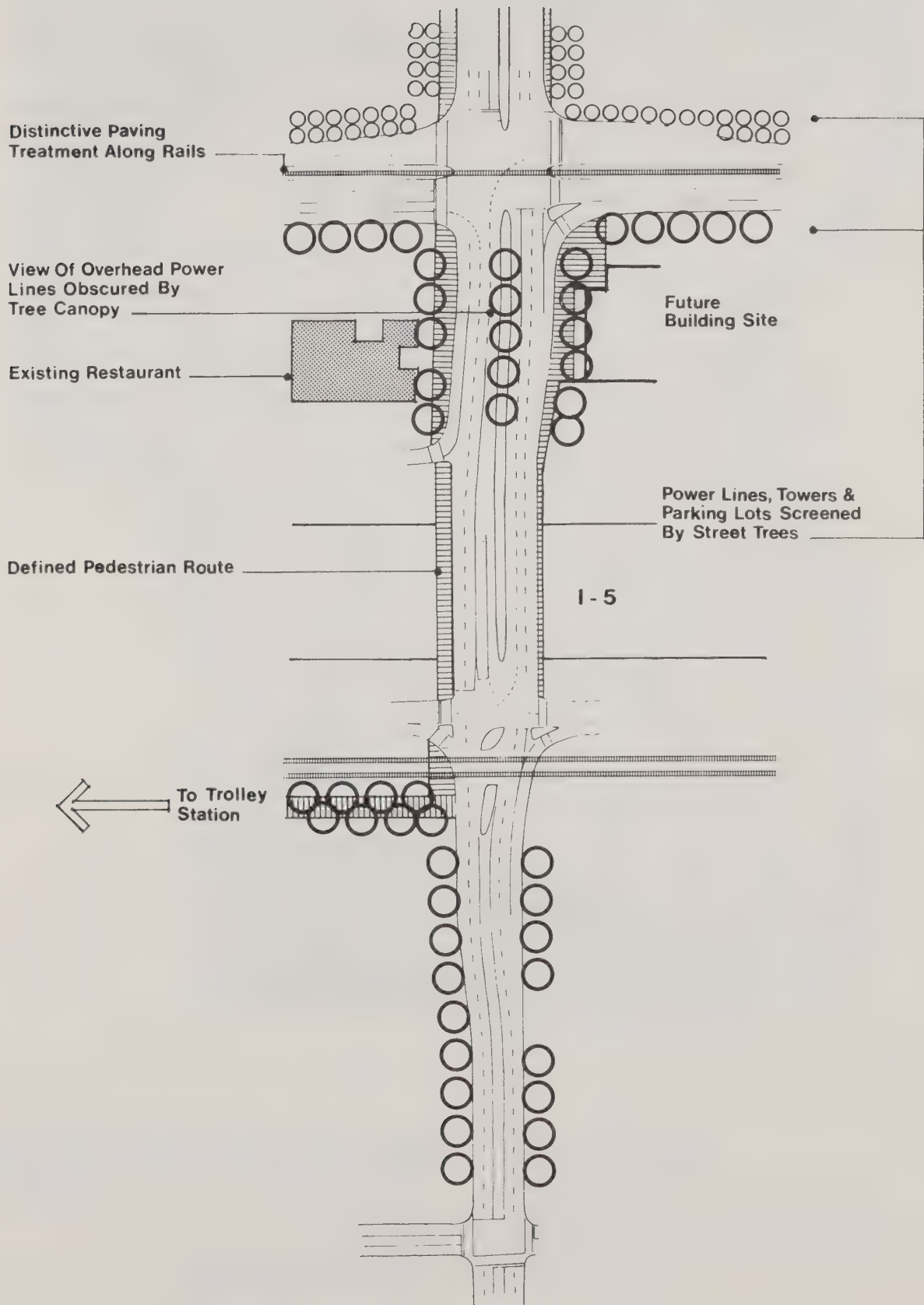
7. Hotel Complex Entry. Upon arrival on the island the view of the hotel complex shall be temporarily interrupted by veering the roadway to the right as it passes through the earth berms surrounding the hotel grounds. This shall then be followed by an abrupt shift in the roadway and a closeup view of the hotel entryway.

Section 19.90.02 - Subarea 2 - Gunpowder Point

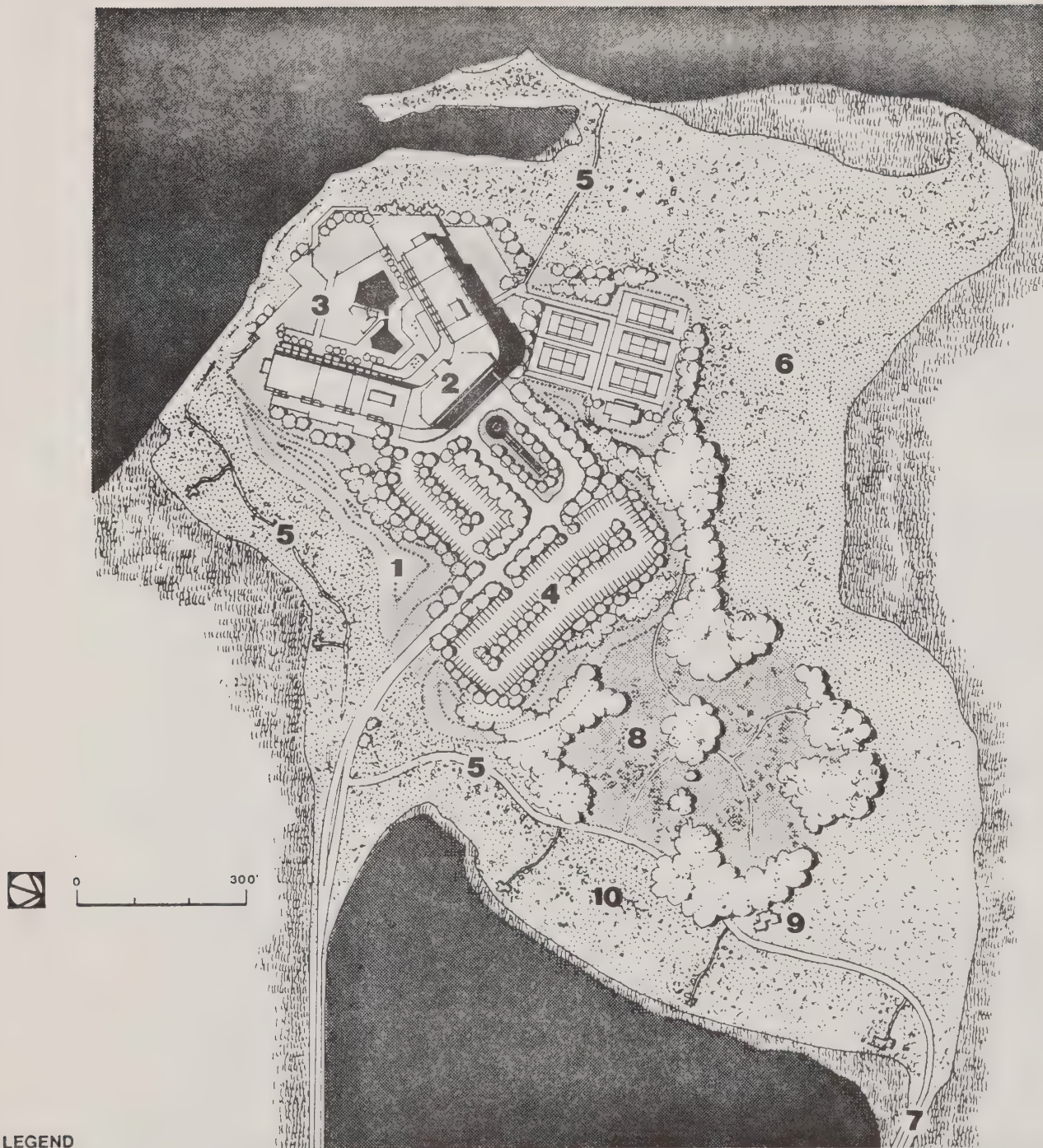
The following design and development conditions are required in Subarea 2 and are illustrated in Map 10, Gunpowder Point Hotel Illustrative Plan.



MAP 8 SEQUENCE OF VIEWS ALONG THE BAYFRONT GATEWAY- ILLUSTRATIVE



MAP 9 LANDSCAPE CONCEPT AT E-STREET GATEWAY



LEGEND

1 EARTH BERM ENCLOSING APPROXIMATELY 14 ACRES

2 APPROXIMATE SITING OF HOTEL/CONFERENCE STRUCTURE. STEPPED BUILDING FORM TO BE USED TO VISUALLY INTEGRATE STRUCTURE WITH NATURAL SETTING. BUILDING HEIGHT LIMITED TO 8 STORIES WITH CONDITIONAL APPROVAL UP TO 12 STORIES.

3 SOUTH ORIENTED PUBLIC SPACE DESIGNED FOR INTENSIVE USE.

4 HOTEL/CONFERENCE PARKING LIMITED TO 215 SURFACE SPACES AND 430 SPACES OVERALL.

5 LIMITED PEDESTRIAN ACCESS.

6 TWENTY-TWO ACRE REVEGETATED UPLAND HABITAT.

7 EMERGENCY ACCESS ROUTE.

8 APPROXIMATELY EIGHT ACRES OF LANDSCAPED COMMUNITY PARK WITH PASSIVE RECREATION IMPROVEMENTS.

9 INTERPRETIVE CENTER.

10 SHORELINE TRAIL ZONE FOR LIMITED PUBLIC ACCESS AND WILDLIFE OBSERVATION.

MAP 10 GUNPOWDER POINT HOTEL ILLUSTRATIVE PLAN

1. **Siting.** The hotel complex shall be sited in the southernmost portion of the island to avoid conflicts with sensitive natural habitats. The land area to be altered for hotel and conference facility use shall be limited to approximately 14 acres, leaving a balance of nearly 27 acres for restored upland natural habitat, wetland buffers and passive use parklands.
2. **Permitted Uses.** Permitted uses on Gunpowder Point are specified in Section 19.84.08 relating to the Commercial: Hotel designation.
3. **Parking.** Parking required for the hotel/conference complex shall be 400 spaces. A reduction in this requirement may be granted if vanpool or limousine service is provided by the hotel operator. A maximum of 200 surface parking spaces may be provided on Gunpowder Point with the remaining balance located remotely in the Midbayfront.
4. **Building Height and Form.** Building height shall be limited to eight stories with conditional approval of 12 stories, if it can be demonstrated that the increase in height produces a visually and environmentally superior solution. Linear slab or cruciform structures of a uniform height shall be avoided; stepped building forms shall instead be used to provide a better visual fit with the land form of Gunpowder Point. The building form should envelope a south facing public outdoor space as shown in the design and development guidelines on Map 11, Mid-Bayfront Specific Design and Development Guidelines.
5. **Landscaping.** The landscaping of Gunpowder Point shall consist of three major elements: (1) natural habitats to be protected and enhanced; (2) buffering landscaping between restored upland habitat and hotel complex; and (3) internal landscaping of the hotel complex. Natural habitat protection and enhancement requirements are as follows:
 - a. Buffer Zone Between Hotel/Conference Complex and Upland Habitat. An earth berm, with an elevation 5 to 7 feet higher than the adjoining upland habitat, shall surround the hotel/conference complex on the east, north and west side. The berm shall be designed to screen the parking, recreation facilities, landscaped hotel grounds and lower portions of the hotel structure from the revegetated upland reserve. The outward facing surfaces of the berm shall be planted with southern coastal scrub or other appropriate upland vegetation to provide for its visual integration with the adjoining uplands.
 - b. Internal Landscaping of Hotel/Conference Complex. Within the area surrounded by the earth berm a greater variety of landscape materials may be employed. The following guidelines shall be observed.
 - i. Within the entry zones (approach, roadway and parking area) large scale trees, planted in an irregular, informal pattern shall visually define the approach to the hotel, screen view of the parking from the upper floors of the hotel, and in conjunction with ground covers and change in elevation, conceal parking from view of arriving and departing hotel guests. Additionally this landscaping will serve to further visually separate the hotel/conference complex from the adjoining upland.
 - ii. If illumination is provided for outdoor recreational facilities, a combination of low mounted luminaires and intervening tree masses

should be used to reduce night-time intrusion of light into the adjoining upland habitat.

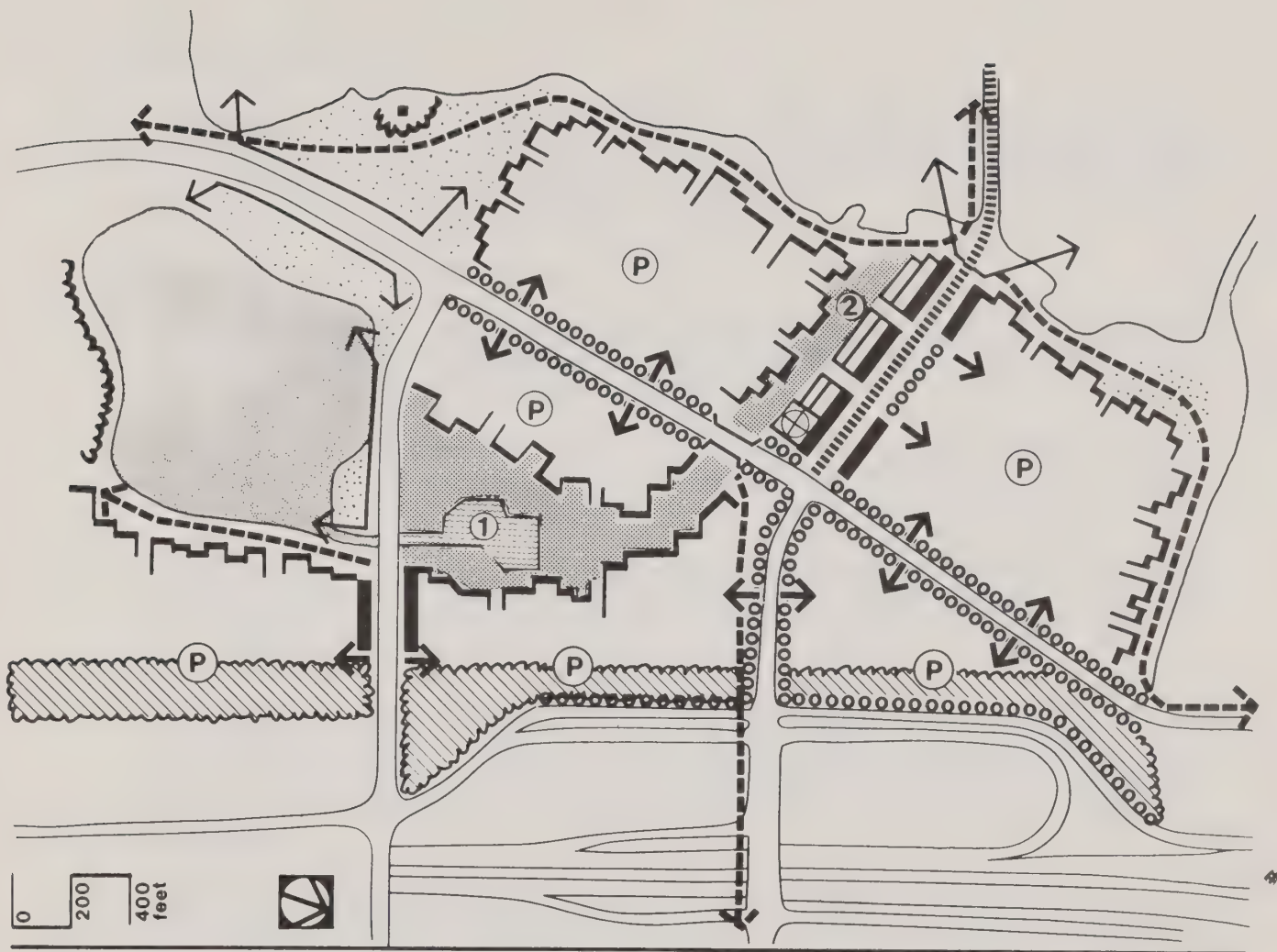
- iii. A large-scale south-oriented outdoor area shall be provided for users of the hotel/conference complex. (Reference: Map 10.) Within this area a wide variety of landscape materials are permissible and a highly contrasting appearance with other open spaces on Gunpowder Point is desirable. An abrupt change in appearance with this ornamental landscape adjacent to the hotel shall be provided along the south facing shoreline by revegetation of a 100-foot strip with native vegetation.

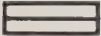
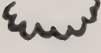
6. **Public Access.** Public access shall be provided to Gunpowder Point via the pedestrian boardwalk incorporated into the south levee roadway. A series of publicly accessible outlooks shall be provided to allow visual access to the wetland habitat areas with minimal intrusion. Outlooks shall be designed similar to photographic blinds. Visitors shall be encouraged to park in the Midbayfront.

Section 19.90.03 - Subarea 4 - Midbayfront

Specific design and development guidelines for the Midbayfront reflect the following objectives: (1) provision of a pedestrian system integrating all the activities of the Midbayfront and linking the area with contiguous areas of the Bayfront and the proposed E Street trolley station; (2) provision of a system of open space which serves as a major recreational resource, a means of enhancing the visual appearance and image of the area and a method for integrating and unifying development throughout the area; and (3) establishment of visually and functionally satisfying relationships between buildings, open space and roadway and parking areas.

1. **Pedestrian Continuity.** Internal pedestrian circulation shall regularly connect with the main perimeter circulation along the wetland buffers. Architectural facades adjacent to the shoreline shall be broken frequently to allow for ground level circulation. A major pedestrian link shall be included in the public open space linking the shoreline with the interior storm detention facility. Provision shall be made for pedestrian continuity across or beneath Tidelands Avenue.
2. **Access to Individual Development Sites.** The main auto access points to the Midbayfront development parcels are shown on the designated development guidelines. Internal automobile circulation shall be minimized to locate parking reservoirs close to points of access but not adjacent to major open spaces.
3. **Building/Open Space Relationships.** Map 11 specifies the relationship of buildings to major public outdoor spaces. The storm drainage pond should be developed as a landscape feature in the public open space corridor and adjacent development sites should orient their structures to face this landscape amenity (Reference: Sections N and O). A landmark building site is specified to provide a major identifying feature for the Midbayfront. Additionally, special siting requirements for structures at the F Street approach and approach to Gunpowder Point are specified.



- | | | | |
|--|--|---|---|
|  | FACETED BUILDING FRONTAGE |  | PANORAMIC VIEWS TO BE RETAINED AND ENHANCED |
|  | STEPPED BUILDING FORM |  | RESTRICTED AUTO ACCESS |
|  | VERTICAL BUILDING FORM
(APPROXIMATE HEIGHT 70 FEET) |  | ACCESS TO PARKING—LIMIT POINTS OF INGRESS AND EGRESS |
|  | BUILDINGS SITED TO DEFINE MAJOR PUBLIC SPACES AND/OR ENTRANCES |  | MAJOR PARKING AREAS |
| | MID-BAYFRONT OPEN SPACE SPINE - DESIGN FOR INTENSIVE USE |  | MAJOR PEDESTRIAN LINKS TO OTHER BAYFRONT/CITY AREAS |
|  | SDG & E CORRIDOR—PARKING, AND INTENSIVE LANDSCAPING |  | DEVELOPMENT DEVELOP AS PERMANENT WATER FEATURE, USE AS CENTRAL LANDSCAPE ELEMENT. |
|  | LARGE SCALE, REGULARLY SPACED STREET TREES |  | ORIENT MAJOR SPECIALTY RETAIL TO OPEN SPACE. INCORPORATE GROUND LEVEL RETAIL ALONG NORTH EDGE OF RESIDENTIALLY DESIGNATED AREA. |
|  | LANDSCAPE MASKING OF VISUALLY DISCORDANT STRUCTURES | | |
|  | PARK SPACE | | |

MAP 11 MID-BAYFRONT SPECIFIC DESIGN AND DEVELOPMENT GUIDELINES

MIDBAYFRONT DESIGN

4. **Enhancement of Visual Character.** Landscape screening surrounding the existing small-scale industrial activity shall be located in the public open space zone at the foot of F Street, with landscape massing beneath the SDG&E power lines and street tree planting along the major travel routes.

Section 19.90.04 – Subarea I– D Street Fill

1. **East Marina Area.** Permitted is the dredging and creation of a small boat marina accommodating approximately 200 boats (Reference: Map 12, D Street Fill Specific Design and Development Guidelines).

Views. Views should be provided of the marina from both the Tidelands Avenue Bridge, which will have a height of 45 feet above mean high tide as it crosses the channel, and from the major arterial approach to the D Street area.

Public Access. Public access should be provided along the south and west edges of the marina by construction of a pedestrian promenade (Reference: Section P). This would be integrated with a pedestrian way in conjunction with the Port's Plan.

Architectural Edge. Buildings along the west edge of the marina may be constructed to a height of five stories. A comfortably scaled pedestrian space should be created by siting the buildings approximately 80 feet from the water's edge and by stepping the facing buildings back after the third story (Reference: Section Q).

2. **Southwest Housing Area.** Approximately 19 acres are designated in the southwest portion for housing with a permitted density of 15-30 dwelling units per acre subject to the following:

Buffer Setback. Structures shall be sited 100 feet or more from marshlands.

Architectural Edge. Buildings facing onto the marsh buffer zone shall be designed and sited to present a broken, variegated edge facing the marsh, rather than a continuous flat-wall effect. Building heights shall not exceed two stories along this edge.

Landscaping. Tree planting and landscaping within the immediate residential area bordering the buffer shall be a semi-transparent screen to allow some views out over the marsh while still breaking up the geometric shapes of the structures.

Colors. Natural building materials and muted earth colors shall predominate.

Building Heights. Higher building heights up to four stories are permitted if parking is provided on the first level for structures sited a distance of 150 feet or more from the buffer zone. (Reference: Map 10.)

Park. A centrally located park shall be provided both for use of residents and the general public. A park area of approximately three acres shall be provided. The park shall be sited and designed to provide a landscape focus for the

MID-BAYFRONT DESIGN

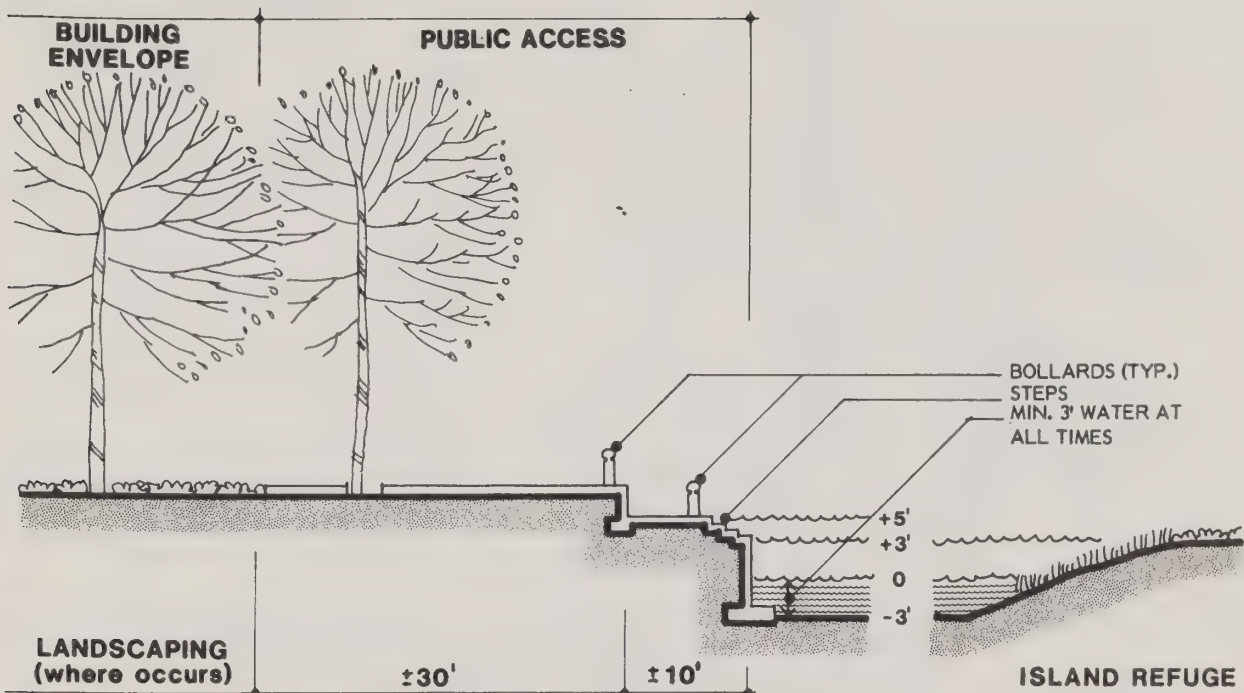


FIGURE 15
SECTION N (Prototypical)
TYPICAL HARD EDGE DETAIL AT DETENTION POND

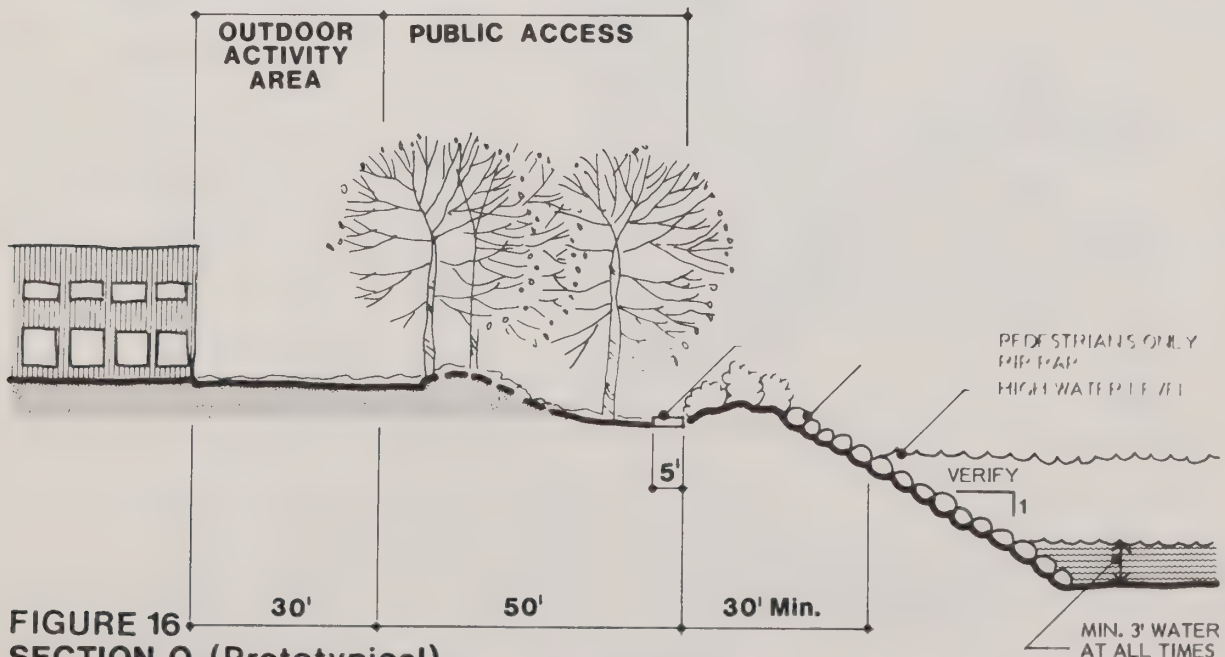
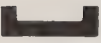
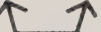
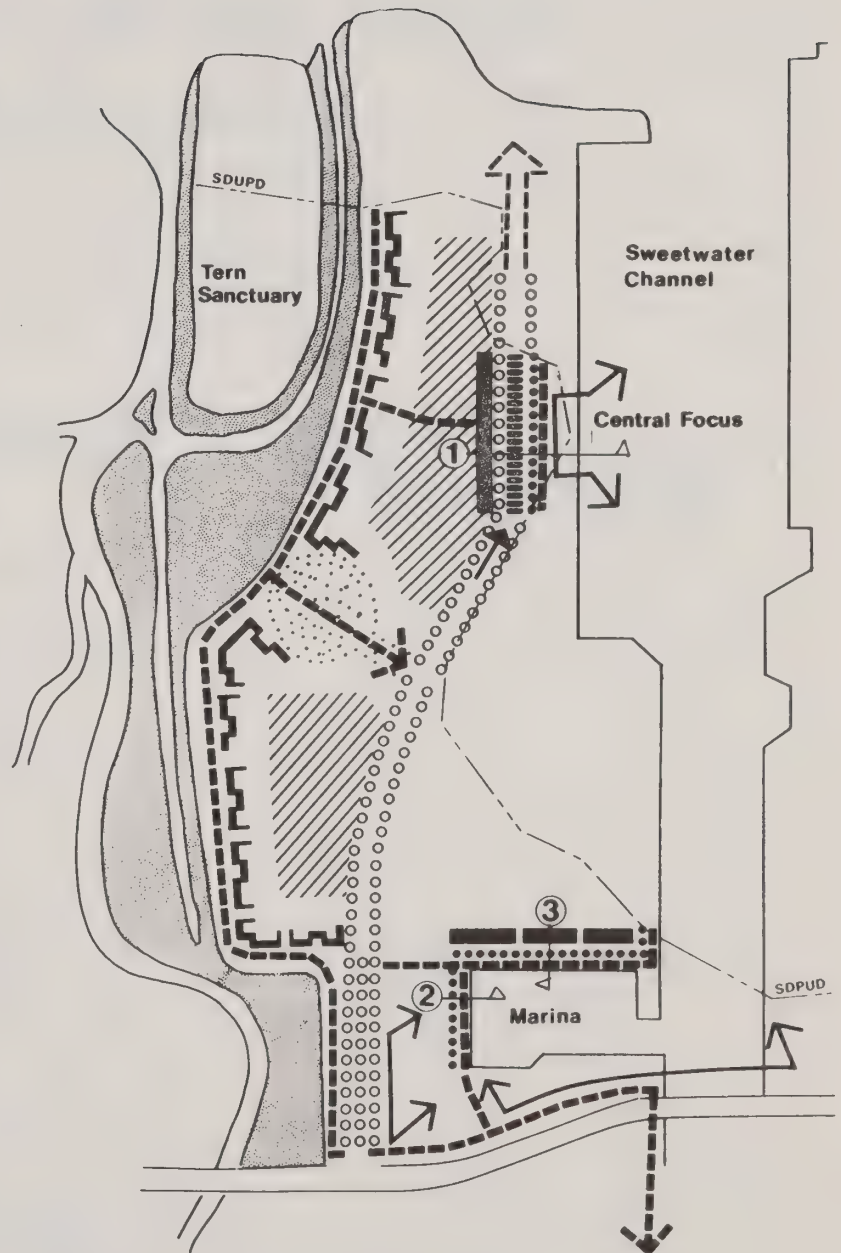


FIGURE 16
SECTION O (Prototypical)
TYPICAL SOFT EDGE DETAIL AT DETENTION POND

-  FOUR STORY STRUCTURES
-  FACETED BUILDING FACADES—TWO STORY STRUCTURES
-  VISUALLY PROMINENT BUILDING MASS STRONGLY DEFINED ARCHITECTURAL EDGE (5 STORIES PERMISSIBLE)
-  URBAN PROMENADE—INTEGRATE WITH SIMILAR TREATMENT ON PORT LANDS
-  LARGE SCALE, REGULARLY SPACED STREET TREES—NO MEDIAN TREES
-  LARGE SCALE, REGULARLY SPACED STREET TREES—WITH MEDIAN TREES
-  PUBLIC PARK
-  PEDESTRIAN WAY—COORDINATE WITH PEDESTRIAN WAYS ON PORT LANDS
-  SPECIAL PAVEMENT TREATMENT
-  FOCUSED ROADWAY VIEW OF INNER HARBOR
-  PANORAMIC VIEWS
- ① SEE SECTION R
- ② SEE SECTION P
- ③ SEE SECTION Q



0 200 400 800 feet



MAP 12 D STREET FILL SPECIFIC DESIGN AND DEVELOPMENT GUIDELINES

D STREET FILL & MARINA DESIGN

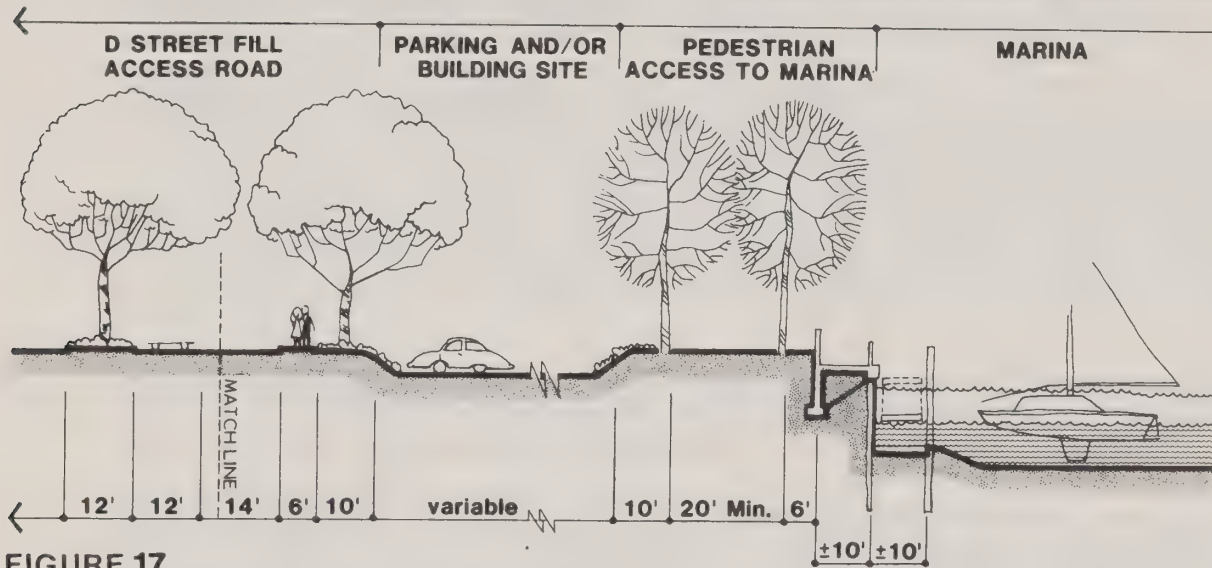


FIGURE 17
SECTION P (Prototypical) Looking West
INTERIOR MARINA WATERFRONT

0 10' 20'

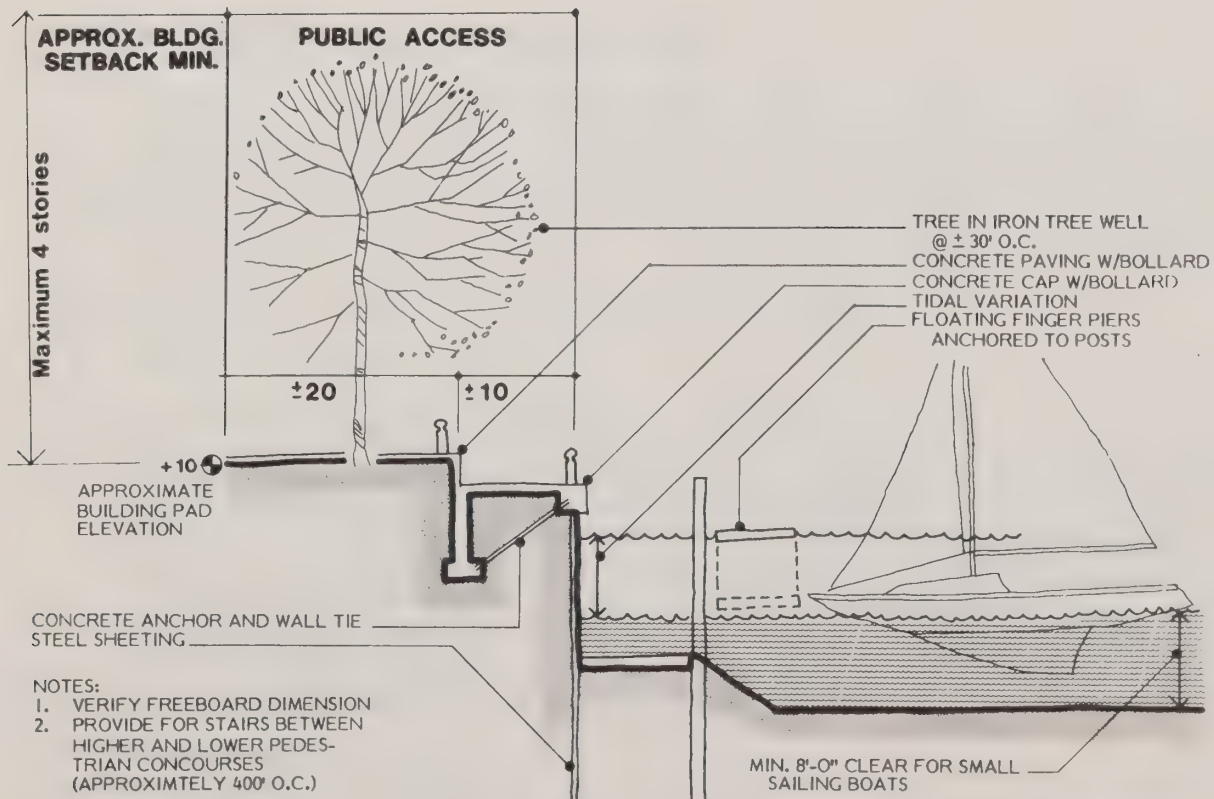


FIGURE 18
SECTION Q (Prototypical) Looking South
HARD EDGE AT MARINA

0 5' 10'

residential area while also serving as an open space connection between the east and west sides of the D Street area.

3. Sweetwater Channel.

Exposure to Sweetwater Channel. Public physical and visual exposure to the Sweetwater Channel shall be provided from the major east-west arterial.

Visual and Functional Center. The point of convergence of Port and private lands and the Channel shall serve as the primary visual and functional center of the D Street area. Development on the Channel side shall accommodate water-related uses such as restaurants, boat berths, small boat sales and repairs which serve the general public and contribute to an urban waterfront appearance for the area. This development shall be sited and designed to protect and enhance water-oriented views of properties on the south side of the roadway (Reference: Section R).

Dominant Structures. Development along the south side of the roadway shall visually dominate other structures in the D Street area and be oriented in both views and use to the Sweetwater Channel.

Public Promenade. A public promenade shall be provided along the Channel edge and integrated with a pedestrianway in conjunction with development on the Port lands to the east and west. The promenade shall be integrated with the roadway and south side development and constructed to impart a lively, urban appearance.

Section 19.90.05 - Subarea 5—Industrial Zone

Modifications to Rohr operations or building program shall be accompanied by an overall landscape master plan. The landscape plan shall provide necessary screening of on-site parking and storage areas, the establishment of foreground planting for major structures to provide a human scale to the large undifferentiated walls, and a detailed schedule for proposed landscape improvements included in the master plan.

Section 19.90.06 - Subarea 6 - Southern and Inland Parcels

1. Southern Parcel

The salt works should be incorporated into a State wildlife preserve over 20 years. The remaining area is designated for industrial use on the General Plan and is expected to remain Industrial. It is anticipated that the SDG&E facility will remain in operation on a permanent basis, while the salt works will continue into the foreseeable future. The vacant industrial land is located between Bay Boulevard and Interstate 5 and does not have any direct Bay frontage. Visitor-serving facilities should be located here because of the proximity of the freeway and the generating plant. In addition, no uses shall be located on this property which would economically compete with the Bayfront.

2. Inland Parcel

The property is designated for research and limited industrial uses in the General Plan and is currently zoned F-I (Flooding) and I-L (Light Industrial). This area is not coastal-related and no change in the existing use is anticipated.

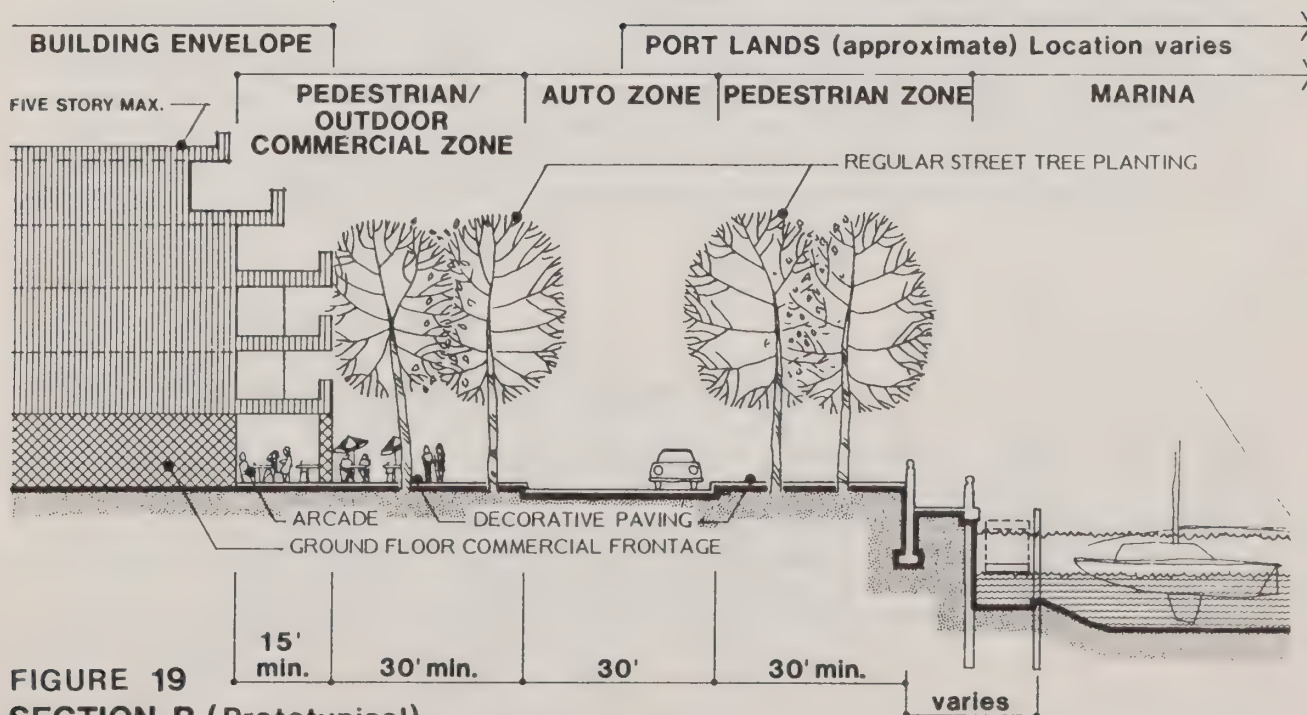


FIGURE 19
SECTION R (Prototypical)
CONCEPT FOR FIRM ARCHITECTURAL EDGE
AT INTERFACE WITH PORT LANDS

0 10' 20'

GENERAL PROVISIONS

SIGN STANDARDS

Section 19.91.01 - Applicable Sign Regulations

The provisions of Chapter 19.60 of the Chula Vista Zoning Ordinance, Title 19 of the Chula Vista Municipal Code, shall be applicable to all signs in the Bayfront area. These provisions generally control the construction, issuance of permits, nonconformance and materials. The regulations of the specific plan control the allowability of various signs in designated areas of the Bayfront. The Chula Vista Bayfront Sign Program controls the aesthetic character and general placement of signs. These three sets of sign controls are complementary. However, in the event that there is an inconsistency among any or all of these regulations, the provisions of the Specific Plan shall apply, and the interpretations given thereto by the Director of Planning shall prevail.

OFF-STREET PARKING STANDARDS AND REGULATIONS

Section 19.91.02 - Applicable Off-Street Parking and Loading Standards and Regulations

The provisions of Chapter 19.6 the Chula Vista Zoning Ordinance, Title 19 of the Chula Vista Municipal Code, shall be applicable to all off-street parking and loading areas in the Bayfront area. These provisions generally control construction and development and design standards of off-street parking areas, as well as the precise number of spaces required for designated uses, at Section 19.62.050. In the event that there is no precise correspondence in the use classifications with the common names used in this section, the Planning Director shall have the authority to designate the requirements and the common names for proposed uses shall generally be deemed to control.

NONCONFORMING USES

Section 19.91.03 - Regulation of Nonconforming Uses

The provisions of Chapter 19.64, Nonconforming Uses, of the Chula Vista Zoning Ordinance, Title 19 of the Chula Vista Municipal Code, shall be applicable to all uses in the Bayfront Area. For purposes of these regulations, "uses" shall be considered to include any use covered under the use classifications of the Specific Plan, and "zone" shall be construed to mean the land use designation included in the Land Use Controls Map or any other map which deals with or affects the legality of a structure or its location.

PERFORMANCE STANDARDS

Section 19.91.04 - Application of Performance Standards

The provisions of Chapter 19.66 of the Chula Vista Zoning Ordinance, Title 19 of the Chula Vista Municipal Code, shall be applicable to all uses and their operation,

located in the Bayfront area. These provisions control the performance of any uses, and can be considered to preclude uses which may be construed, either by their design or anticipated operation, to have a strong likelihood of violating such standards. These standards are supplemented in the Bayfront area by the following three provisions dealing with: Stormwater Collection; Geotechnical Hazards; and Grading and Erosion Control Standards.

Section 19.91.04a – Stormwater Collection System

An all-gravity system should be used with provisions for intercepting the drainage from various points in the area. Building pads shall be placed above the 100-year flood level (approximately elevation 10) and above higher high tide level. Gravity pipe or street flow shall be at a minimum slope of six inches per one hundred feet (0.5% slope). Desilting/retention basin shall be required at particular junctures, and a major detention basin shall be constructed in the Midbayfront to accept surface drainage and to provide for desilting and oil and chemical entrapment. The major orientation, however, shall be to San Diego Bay.

Section 19.91.04b – Geotechnical Hazards

Due to the existence of the Rose Canyon/San Diego Bay/Tijuana Fault and the Otay Fault, seismic reinforcement of all structures shall be required to withstand the potential liquefaction hazards.

Section 19.91.04c – Grading and Erosion Control

Grading shall be accomplished so that drainage shall not enter saltwater marshes and lagoons that are preserved as wildlife refuges. Minimum grade elevation shall be 7.6 feet above mean sea level. Gutter elevations shall be established at sufficient height above mean sea level to allow for anticipated head losses throughout the drainage system. Sedimentation control shall be accomplished at key locations surrounding Gunpowder Point and in the Midbayfront.

COASTAL DEVELOPMENT PERMIT PROCEDURES

Section 19.92

Section 19.92.01 - Purposes

This part establishes the permit procedures for developments located in the coastal zone as defined in Section 30150 of the Public Resources Code. This article is based on the Local Coastal Program Implementation Regulations adopted by the California Coastal Commission pursuant to Public Resources Code Sections 30333 and 30501, and as such shall constitute the procedural requirements for review of developments in the coastal zone pursuant to Public Resources Code Section 30600(d).

Section 19.92.02 - Definitions

"Aggrieved Person" means any person who, in person or through a representative, appeared at a public hearing of the City in connection with the decision or action appealed, or who, by other appropriate means prior to a hearing, informed the City of the nature of his concerns, or who for good cause was unable to do either.

"Allowable Use" means any use allowed by right which does not require a public hearing or any discretionary or non-discretionary permit of the approving authority.

"Appealable Development" means, in accordance with Public Resources Code Section 30603(a), any of the following:

- a. Developments approved by the local government between the sea and the first public road, or within 300 feet of the inland extent of any beach or of the mean high tide line of the sea where there is no beach, whichever is the greater distance.
- b. Developments approved by the local government, not included within paragraph (a) above, located on tidelands, submerged lands, public trust lands, within 100 feet of any wetland, estuary, stream or within 300 feet of the top of the seaward face of any coastal bluff.
- c. Any development which constitutes a major energy facility. The phrase "major public works project or a major energy facility" as used in Public Resources Code Section 30603(a)(5) or energy facility as defined by Public Resources Code Section 30107, with a value exceeding \$100,000, as adjusted from the 1982 base year per the Engineering News Record Construction Cost Index.

"Appellant" means any person who may file an appeal and includes an applicant, any aggrieved person, or any two members of the Coastal Commission.

"Applicant" means the person, partnership, corporation, or state or local government agency applying for a coastal development permit.

"Approving Authority" means the City officer, planning commission or council approving a coastal development permit.

"Categorically excluded development" means a development (upon request of the City, public agency or other person) which the Coastal Commission has determined, pursuant to Section 30610(e) of the Public Resources Code, to have no potential for

significant adverse environmental effects and therefore has been issued an exclusion from the coastal development permit requirements in accordance with the applicable regulations.

"Coastal Commission" means the California Coastal Commission.

"Coastal Development Permit" means a letter or certificate issued by the City in accordance with the provisions of this chapter, after the applicant has submitted all necessary supplementary documentation required to satisfy the conditions precedent in the notice to issue a coastal development permit.

"Conditional Use" means any use which requires a public hearing.

"Local Coastal Program" means the City's land use plan, zoning ordinances, zoning maps, and other implementing actions certified by the Coastal Commission as meeting the requirements of the California Coastal Act of 1976.

"Notice to Issue Coastal Development Permit" means a letter or certificate issued by the City in accordance with the provisions of this chapter, approving a development subject to fulfillment of conditions prior to issuance of a coastal development permit, but if such conditions are fulfilled, as being in conformance with and adequate to carry out the Local Coastal Program.

"Permitted Use" means any allowed by right which does not require a public hearing, but does require a discretionary or non-discretionary permit (e.g., building permit) to be issued by the approving authority.

"Other Permits and Approvals" means permits and approvals, other than a coastal development permit required to be issued by the approving authority before a development may proceed.

Section 19.92.03 - Applicability

Except as provided in Section 19.92.04 below, any applicant wishing to undertake a development in the coastal zone shall obtain a coastal development permit in accordance with the provisions of this article, in addition to any other permit required by law. Development undertaken pursuant to a coastal development permit shall conform to the plans, specifications, terms and conditions approved in granting the permit. The procedures prescribed herein may be used in conjunction with other procedural requirements of the approving authority, provided that the minimum requirements as specified herein are assured.

Section 19.92.04 - Exemptions

- a. Repair and maintenance activities which do not result in an addition to or enlargement or expansion of the object of such activities, except as otherwise specified by the Coastal Commission in Subchapter 7, Title 14, California Administrative Code, and any amendments thereafter adopted.
- b. Activities of public utilities as specified in the Repair, Maintenance and Utility Hook-Up Exclusion adopted by the Coastal Commission on September 5, 1978.

- c. Occupancy permits.
- d. Improvements to single-family residences, except as otherwise specified by the Coastal Commission in Subchapter 6, Title 14, California Administrative Code, and any amendments thereafter adopted.
- e. Improvements to any structure other than a single-family residence or a public works facility, except as otherwise specified by the Coastal Commission in Subchapter 7.5, Title 14, California Administrative Code, and any amendments thereafter adopted.

Section 19.92.05 - Notice of Exempt Development

A permit issued by the City for a development which is exempt from the coastal development permit requirements shall be exempt from the notice and hearing requirements of this article. The City shall maintain a record for all permits issued for exempt developments which shall be made available to the Coastal Commission or any interested person upon request. This record may be in the form of any record of permits issued currently maintained by the City provided that such record includes the applicant's name, the location of the project, and a brief description of the project.

Section 19.92.06 - Notice of Appealable Developments

Within ten (10) calendar days of accepting an application for an appealable coastal development permit or at least seven (7) calendar days prior to the first public hearing on a development proposal, the City shall provide notice by first class mail of pending application for appealable development. This notice shall be provided to each applicant, to all persons who have requested to be on the mailing list for that development project or for coastal decisions within the City, to all property owners and residents within 100 feet of the perimeter of the parcel on which the development is proposed, and to the Coastal Commission. The notice shall contain the following information:

1. a statement that the development is within the coastal zone;
2. the date of filing of the application and the name of the applicant;
3. the number assigned to the application;
4. a description of the development and its proposed location;
5. the date, time, and place at which the application will be heard by the local governing body or hearing officer;
6. a brief description of the general procedure of local government concerning the conduct of hearing and local actions; and
7. the system for local and Coastal Commission appeals, including any local fees required.

Costs of notice which are not reimbursed to local governments through grants or SB90 reimbursement pursuant to Public Resources Code Section 30353.

Section 19.92.07 - Public Hearing on Appealable Developments

At least one public hearing shall be held on application for an appealable development, thereby affording any persons the opportunity to appear at the hearing and inform the City of the nature of their concerns regarding the project. Such hearing shall occur no earlier than seven (7) calendar days following the mailing of the notice required in Section 19.92.05. The public hearing may be conducted in accordance with existing local procedures or in any other manner reasonably calculated to give interested persons an opportunity to appear and present their viewpoints, either orally or in writing.

Section 19.92.08 - Notice of Local Government Action Where Hearing Continued

If a decision on a coastal development permit is continued by the City to a time which is neither (a) previously stated in the notice provided pursuant to Section 19.92.06 nor (b) announced at the hearing as being continued to a time certain, the City shall provide notice of the further hearings (or action on the proposed development) in the same manner, and within the same time limits, as established in Section 19.92.07.

Section 19.92.09 - Notice of Non-Appealable Developments that Require a Public Hearing: Conditional Uses

Notice of such developments shall be given at least ten (10) calendar days before a hearing in the following manner:

1. Notice in the manner prescribed in Section 19.92.06 above; or
2. Notice as prescribed herein:
 - a. If the matter is heard by the planning commission, notice shall be published in a newspaper of general circulation or (if there is none) posted in at least three public places in the local jurisdiction;
 - b. Notice by first class mail to any person who has filed a written request therefor;
 - c. Notice by first class mail to property owners within 300 feet of the proposed project;
 - d. Notice by first class mail to residents within 100 feet of the proposed project;
 - e. Notice by first class mail to the Coastal Commission; and
 - f. The notice shall contain a statement that the proposed development is within the coastal zone.

Section 19.92.10 - Notice of Non-Appealable Developments that Do Not Require a Public Hearing: Permitted Uses

Notice of such developments shall be provided in the manner prescribed in Section 19.92.05 above.

Section 19.92.11 - Determination of Applicable Notice and Hearing Procedures

The determination of whether a development is categorically excluded or appealable for purposes of notice, hearing and appeals shall be made by the City at the time the application for development is submitted. This determination shall be made with reference to the certified Local Coastal Program, including maps, categorical exclusions, land use designations, and zoning ordinances adopted as a part of the certified Local Coastal Program. Where an applicant, interested person, or the City has a question as to the appropriate procedures, the following procedures shall be followed.

1. The City shall make its determination as to what type of development is being proposed (i.e., exempt, categorically excluded, appealable, non-appealable) and shall inform the applicant of the notice and hearing requirements for that particular development. The local determination may be made by the designated approving authority.
2. If the determination of the City is challenged by the applicant or an interested person, or if the City wishes to have a Coastal Commission determination as to the appropriate designation, the City shall notify the Coastal Commission by telephone of the dispute/question and shall request an Executive Director's opinion.
3. The Executive Director shall, within two (2) working days of the City's request (or upon completion of a site inspection where such an inspection is warranted), transmit a determination as to whether the development is exempt, categorically excluded, non-appealable, or appealable.
4. Where, after the Executive Director's investigation, the Executive Director's determination is not in accordance with the City determination, the Coastal Commission shall hold a hearing for the purpose of determining the appropriate designation for the next Coastal Commission meeting in the appropriate geographic region following the City's request.

Section 19.92.12 - Finality of City Action

A local decision on an application for a development shall be deemed final when (1) the local decision on the application has been made and all required findings have been adopted, including specific factual findings supporting the legal conclusions that the proposed development is or is not in conformity with the certified Local Coastal Program, and that the required conditions of approval adequate to carry out the certified Local Coastal Program as required in the implementing ordinances have been imposed, and (2) all rights of appeal have been exhausted as defined in Section 19.92.16.

Section 19.92.13 - Final City Action - Notice

Within seven (7) calendar days of a final decision on an application for any development (except categorically excluded or exempt developments), the City shall provide notice of its action by first class mail to the Coastal Commission and to any persons who specifically requested notice of such final action by submitting a self-addressed, stamped envelope to the City (or, where required, who paid a reasonable fee to receive such notice). Such notice shall include conditions of approval, written findings, and the procedures for appeal to the Coastal Commission.

Section 19.92.14 - Failure to Act - Notice

- a. Notification by Applicant: If the City has failed to act on an application within the time limits set forth in Government Code Sections 65950-65957.1, thereby approving the development by operation of law, the person claiming a right to proceed pursuant to Government Code Section 65950-65057.1 shall notify, in writing, the City and the Coastal Commission of his or her claim that the development has been approved by operation of law. Such notice shall specify the application which is claimed to have been approved.
- b. Notification by City: When the City determines that the time limits established pursuant to Government Code Sections 65950-65957.1 have expired, the City shall, within seven (7) calendar days of such determination, notify any person entitled to receive notice pursuant to Section 19.92.13 that it has taken final action by operation of law pursuant to Government Code Sections 65950-65957.1. The appeal period for projects approved by operation of law shall begin to run only upon the receipt of the City's notice in the Coastal Commission office. (This section shall apply equally to a City determination that the project has been approved by operation of law and to a judicial determination that the project has been approved by operation of law.)

Section 19.92.15 - Local Government Action - Effective Date

A final decision of the City on an application for an appealable development shall become effective after the ten (10)-working-day appeal period to the Coastal Commission has expired or after the twenty-first (21st) calendar day following the final local action unless any of the following occur.

- a. An appeal is filed in accordance with the Coastal Commission's regulations; or
- b. The notice of final local government action does not meet the requirements of Sections 19.92.13 and 19.92.14.

Where any of the circumstances in Section 19.92.15(a) or (b) occur, the Commission shall, within five (5) calendar days of receiving notice of that circumstance, notify the City and the applicant that the effective date of the City action has been suspended.

Section 19.92.16 - Exhaustion of Local Appeals

- a. An appellant shall be deemed to have exhausted local appeals for purposes of filing an appeal under the Coastal Commission's regulations and be an aggrieved person where the appellant has pursued his appeal to the local appellate body as required by the City's appeal procedures, except that exhaustion of all local appeals shall not be required if any of the following occur.
 - 1. The City requires an appellant to appeal to more local appellate bodies for permits in the coastal zone in the implementation section of the Local Coastal Program;
 - 2. An appellant is denied the right of the initial local appeal by a local ordinance which restricts the class of persons who may appeal a local decision;

3. An appellant is denied the right of local appeal because local notice and hearing procedures for the development did not comply with the provisions of this article; or
4. The City charges an appeal fee for the filing or processing of appeals.

Where the local government would ordinarily require an appeal fee for the processing of appeals within the appealable areas of the coastal zone, the City may apply to the Coastal Commission for a reimbursement of that fee through an SB90 claim or similar reimbursement process.

- b. Where a project is appealed by any two (2) members of the Coastal Commission, there shall be no requirement of exhaustion of local appeals, provided, however, that notice of Coastal Commission appeals shall be transmitted to the local appellate body (which considers appeals from the local body that rendered the final decision), and the appeal to the Coastal Commission shall be suspended pending a decision on the merits by that local appellate body. If the decision of the local appellate body modifies or reverses the previous decision, the Commissioners shall be required to file a new appeal from that decision.

Section 19.92.17 - Appeal Fee

The fee for filing and processing an appeal within the City of Chula Vista shall be \$125.00 (one hundred twenty-five and no/100 dollars).

MISCELLANEOUS SUPPLEMENTARY PROVISIONS: CHULA VISTA ZONING ORDINANCE

Section 19.60.321 - Signs in Scenic Coastal Areas

No new off-site advertising signs or billboards shall be located in the LCP Land Use Plan Area. Existing signs in existing locations may be maintained and repaired consistent with all other applicable Sections of this Code.

Add to Section 19.14.080

- E. That the proposed conditional use, if located in the coastal zone, is consistent with the certified Local Coastal Program and is consistent with the intent of the zoning district.

Add to Section 19.14.190

- E. In the coastal zone, granting of variances is consistent with and implements the certified Local Coastal Program, and that the granting of such variances does not reduce or in any way adversely affect the requirements to protect coastal resources as specified in the zones included in this chapter, and that the variance implements the purposes of the zones adopted in implementation of the Local Coastal Program.

ADMEND SECTION ON ZONING PERMITS AND CERTIFICATES OF OCCUPANCY, BY ADDING A NEW SUBSECTION C)

To ensure that development in the coastal zone complies with all applicable provisions of the Local Coastal Program, a coastal development permit shall be required before any building permit may be issued for any structure or site used for new development.

AMEND SECTION ON BUILDING PERMITS TO ADD:

- a. The City shall not issue a building permit until the Planning Director has granted zoning permission, and in the coastal zone, a coastal development permit, for the structure included in the building permit.

AMEND SECTION ON CERTIFICATES OF OCCUPANCY TO ADD:

- a. The City shall not issue a certificate of occupancy for a structure or alteration until it has found that the structure or alteration conforms with the zoning permit, or a coastal development permit, where applicable . . .

ADD TO SECTION 19.08.020

Any person who violates any provision of the certified Local Coastal Program adopted pursuant to Division 20 of the California Public Resources Code shall be subject to the penalties contained therein (Pub. Res. Code Sec. 20820 et seq.).

ADD A NEW SECTION 10-5.2807 TO ARTICLE 28

Add a New Section 19.08.021 - Notification of Litigation Concerning Development in the Coastal Zone and Attorney General Intervention

The provisions of California Public Resources Code Section 20800, et seq., shall apply to development in the Chula Vista coastal zone and in any case where no appeal has been filed from the decision of the City on a development permit in the coastal zone (including decisions on non-appealable developments) or where an appeal has been filed, but the Commission has determined not to hear the appeal, and when litigation has subsequently been commenced against the City concerning its decision, the City and plaintiff or petitioner shall promptly forward a copy of the complaint or petition to the Executive Director of the California Coastal Commission. At the request of the local government, and with the concurrence of the California Coastal Commission, the Executive Director shall request the Attorney General to intervene in such litigation on behalf of the California Coastal Commission. Administrative remedies pertaining to coastal development permits are not deemed to have been exhausted unless all appeal procedures provided by the California Coastal Act (Public Resources Code Section 30000, et. seq.) and these regulations have been exhausted.

MISCELLANEOUS SUPPLEMENTARY PROVISIONS

Chula Vista subdivision ordinance--amendment with Coastal Zone provisions provided under separate cover.

APPENDIX A

USE CLASSIFICATION SYSTEM—ADMINISTRATIVE GUIDELINES

The following listing is presented as an illustrative guide to the application of the use classifications. However, these are for administrative guidance only, and in the event that there is a conflict between an appropriate application of the use classification description in the text of this specific plan and the strict application of a common name, the former shall apply.

RESIDENTIAL

Family

Dwellings, Multiple
Dwellings, Single-Family
Dwellings, Two-Family

Group

Apartment Hotels
Dwellings, Multiple
Dwellings, Single-Family
Dwellings, Two-Family

Group Care

Children, Boarding of (not greater than eight)
Convalescent Homes (intermediate care only)
Dwellings, Multiple
Dwellings, Single-Family
Dwellings, Two-Family
Family Care Homes (not greater than eight)
Foster Homes (not greater than eight)
Group Homes (not greater than eight)
Homes for the Aged (not greater than eight)
Nurseries (not greater than eight)
Nursing Homes (intermediate care only)
Orphanages
Resident Care Facilities (not greater than eight)
Rest Homes (intermediate care only)

COMMERCIAL

Food Sales

Bakeries, Retail
Butcher Shops
Candy Stores
Cheese Shops
Dairy Product Stores
Delicatessens
Donut Shops
Fish and Seafood Markets
Food Catering (retail)
Fruit and Vegetable Markets
Grocery Stores
Health Food Stores
Ice, Sales
Liquor Stores
Markets, Retail

Food Service

Bars
Cabarets
Coffee Shops
Delicatessens
Nightclubs
Parlors, Frozen Custard/Ice Cream
Refreshment Stands
Restaurants
Short-Order Eating Places
Snack Bars
Take-Out Restaurants
Taverns

Convenience Sales and Service

Uses permitted by food sales, food service, general personal service and general retail sales, provided it is administratively determined that they meet the convenience description set forth in Section 19.82.07.

Medical Service

Acupuncture Services
Blood Banks
Chiropract Offices
Chiropractor Offices
Dental Offices, Clinics or Laboratories
Dietician and Nutritionist Offices and Clinics

Medical Service (cont'd)

Group Medical Centers
Health Maintenance Organizations
Home Health and Nursing Agencies
Laboratories, Biochemical, Dental, Medical, Optometrical and X-Ray
Medical Offices, Clinics or Laboratories
Medical Testing and Analysis Services
Optometrical Offices, Clinics and Laboratories
Osteopath Offices
Physical Therapy Offices and Centers
Podiatrist Offices
Psychiatrist Offices and Clinics
Psychologist Offices and Clinics
Psychotherapist Offices and Clinics

General Retail Sales

Air Conditioning (auto)
Aircraft Equipment, Parts and Supplies
Antique Stores
Apparel and Accessories Stores
Appliance Stores
Art Equipment and Supplies
Art Galleries, Commercial
Athletic Goods Stores
Auction Rooms, Public
Auto Parts (tools)
Auto Upholstery
Bait and Tackle (live)
Bicycle Stores
Bookstores
Camera and Photographic Supplies
Candle Shops
China or Glassware Shops
Cigars and Cigarettes
Cosmetics Shops
Costume Rental Establishments
Custom Shop, Including Repair, Limited as to Floor Area
Department Stores
Discount Department Stores
Drapery and Curtain Shops
Drugstores
Dry Goods (yarn, fabrics, etc.)
Fixtures
Floor Coverings (carpet, rug, linoleum, etc.)
Flower Stores and Plant Shops

General Retail Sales (cont'd)

Furniture and Home Appliances
Furriers and Fur Apparel
Gifts, Novelties, Souvenirs
Gourmet Shops
Greeting Card Shops
Hardware Stores
Hearing Aid and Supply Shops
Hobby Supplies
Interior Decorating
Jewelry Stores
Landscape Supplies and Equipment
Lawn Care Products and Garden Supplies
Leather Goods
Linen Shops
Luggage Stores
Magazine Stores or Stands
Mail Order Houses
Marine Crafts and Accessories
Medical Appliances
Metalware Shops
Millinery Shops
Monuments, with Incidental Processing
to Order
Mufflers
Newsstands
Novelty Shops
Nursery Retail
Optical Goods
Orthopedic Stores
Paint Stores
Parts for Motorcycles, Campers and
Trailers
Pet Supply Stores
Piano Stores
Picture Frames
Plant Shops
Plumbing (retail only)
Radios
Record and Sheet Music Shops
Rubber Stamp Stores
Sewing Machines
Shoe Stores
Spice Shops
Sporting Goods Stores
Stamp and Coin Collectors
Stationery and Supplies
Stereos
Sundries
Super Drug Stores with Variety Goods
Surgical Supplies
Televisions

General Retail Sales (cont'd)

Tires and Tubes
Tobacco Stores
Toiletry Stores
Toy Stores
Trophy Supplies
Uniforms
Upholstery Shops
Variety Stores
Watch or Clock Stores
Wigs
Window Shades, Awnings

General Personal Service

Apparel Laundering and Drycleaning
(self-service and drop-off)
Art Studios
Babysitting Services
Barber Shops
Beauty Shops
Body-Building Studios
Correspondence Schools
Dance Studios
Dog Grooming
Drama Studios
Driving Schools
Drycleaning, Pick-Up Stations
Income Tax Services
Maid and Butler Services
Photo-Finishing (drop-off only)
Photography Studios
Reducing and Weight Control Clinics
Reducing Salons
Schools (barber, beauty, business,
language, modeling and other
vocational or trade schools)
Service Organizations (Red Cross,
Travelers Aid, etc.)
Shoeshine Stands
Tailors (alterations and restyling)
Theatrical Agencies
Ticket Sales Offices
Travel Bureaus

Consultative/Financial Service

Advertising Consulting
Architectural Services
Attorneys
Banks
Business Consulting and Research
Check-Cashing Agencies

Consultative/Financial Service (cont'd)

Clearinghouses
Commodity Brokerages
Consultants
Credit Institutions
Currency Exchanges
Designers
Economic Consulting and Research
Educational Consulting and Research
Engineering and Surveying
Escrow Services
Farm Management Offices
Holding and Investment Services
Hospital Insurance Organizations
Insurance Companies
Landscape Architects
Lending Institutions
Management Consultants
Medical Insurance Organizations
Mortgage Loan Offices
Property Management Offices
Real Estate Appraisal Firms
Real Estate Offices
Safety Deposit Companies
Savings and Loan Associations
Securities Brokerages
Security and Commodity Exchanges
Stock and Bond Brokerage Offices
Title Abstracting Services

Consumer Laundry & Repair Service

Apparel Repairs
Bicycle Repairs
Camera Repairs
Carpet Cleaning Firms
Diaper Service Laundries
Drape Cleaning
Drycleaners
Dyeing Establishments
Electrical Appliance Repairs
Fix-It Shops
Furniture Finishing (consisting of
removing old finishes from furniture,
staining and applying new finishes)
Furniture Repairs and Cleaning
Fur Repairs and Storage
Hat Repairs
Institutional and Commercial Linen
Supply Firms
Jewelry Repairs
Laundries and Laundromats
Laundry Services

Consumer Laundry & Repair Service (cont'd)

Lawnmower and Tool Sharpening and
Repairs
Leather Item Repairs
Locksmith and Key Shops
Musical Instrument Repairs
Piano Tuning and Repairs
Plating (small household items only)
Radio and Television Repairs
Rug Cleaning Establishments
Saw, Knife, Lawnmower and Tool
Sharpening and Repairs
Self-Service Laundries or Drycleaners
Shoe Repairs
Uniform Renting and Cleaning
Establishments
Upholstery Shops
Watch and Clock Repairs
Welding (small articles)

Group Assembly

Amateur Baseball Fields
Amphitheaters
Archery Ranges
Arenas, Sports
Auditoriums
Ballrooms
Boat Rentals
Bowling Alleys
Clubs (nightclubs and cabarets)
Clubs and Lodges (private and non-profit)
Clubs, Athletic
Commercial Sport and Recreational
Enterprises
Exhibition Halls
Fishing Areas
Gem Hunts
Golf Driving Ranges
Gun and Rifle Ranges
Health Clubs and Spas
Legitimate Theaters
Little League, Organized Baseball,
Permanent Bleachers
Meeting Halls for Rent
Miniature Golf
Motion Picture Theaters
Nature Reserves
Nature Resorts
Picnicking Areas
Riding and Hunting Areas
Rodeo Arenas

Group Assembly (cont'd)

Skating Rinks
Skating Rinks (with seating areas)
Skiing
Spectator Sports Facilities
Sport Fishing
Stadiums
Swimming Beaches
Swimming Pools
Table Tennis Halls
Tennis Courts
Tennis Courts (permanent bleachers)
Theaters (motion picture, legitimate)
Trap and Skeet Ranges
Water Sports (lake or ocean)
Wildlife Areas
Yacht Basins

Administrative

Accounting and Auditing Services
Administrative Offices
Business Organizations, Offices
Contractors, Offices Only
Organizations, Civic, Labor, Political,
Veterans', Welfare and Charitable
Services (offices only)
Professional Organizations, Offices
Public Utility Corporation Offices
Telegraph Offices
Telephone Company Offices

Business and Communication Services

Addressing and Mailing Services
Advertising Services (outdoor or aerial)
Assaying Services
Bookkeeping Services
Clerical Services
Commercial Photography (aerial and map
service)
Commercial Testing Laboratories
Common Carriers
Data Processing
Drafting Studios
Employment Agencies
Inventory Services
Messenger Services
Microfilming Services
Minor Processing Services
Multi-Copy and Blueprint Services
Protective Agencies
Radio Studios

Business and Communication Services (cont'd)

Safe Repair Shops
Secretarial and Stenographic Services
Telecommunications Services
Telegraph Service Centers
Telephone Answering Services
Telephone Service Centers
Television Studios

Retail Business Supply

Barber Equipment and Supply Firms
Dental Equipment Supply and Service
Firms
Drafting Supply Firms
Engineering Supply and Service Firms
Equipment and Supplies for Service
Establishments
Hospital Equipment and Service Firms
Hotel or Office Equipment Supply and
Service Firms
Laboratory Equipment Supply Firms
Nursery Equipment Supply Firms
Office Equipment and Supply Firms
Office Equipment Repair Shops
Optical Equipment and Supply Firms
Professional Equipment and Supply Firms
Research Instruments Supply and Service
Firms
Restaurant Equipment and Service Firms
Shoe Repair Equipment Firms
Undertakers' Equipment and Supply
Firms

Research and Development

Applied Research
Electronics Research
Industrial Research
Laboratory Research, Experimental or
Testing
Medical Research Laboratories
Oceanographic Research
Pharmaceutical Research
Scientific Laboratories
Space Research and Development
Technical Laboratories

General Wholesale Sales

Markets, Wholesale
Wholesale Distributors
Wholesale Establishments
Wholesale Offices or Showrooms

Construction Sales and Services

Air Conditioning Equipment
Building Contractors
Building Maintenance Materials
Building Materials - Tile, Cement,
Fencing, Roofing Materials, etc.
Burglar Alarm Systems
Carpenters
Concrete Services
Contractors' Equipment Storage Yard
Ditching Services
Electrical Contractors
Electrical Supplies
Explosive Contractors (not storage of
explosives)
Fire Fighting Equipment and Supplies
Fixture Sales (wholesale)
Floor Covering Installations
Glass and Glazing Contractors
Glass Sales
Hardware Sales (wholesale)
Heating and Air Conditioning
Contractors
Heating Equipment
House or Building Wreckers or Movers
Janitorial Supplies
Lumber (sales, yards, etc.)
Metal Works Contractors
Ornamental Ironworks
Painting Contractors
Paint Sales (wholesale)
Paving Contractors
Plumbing Equipment
Remodeling Contractors
Roofing Contractors
Sheet Metal Contractors
Sprinkler and Landscaping Contractors
Swimming Pool Equipment and Supplies
Swimming Pool Installation and Services
Tools, Rentals or Sales
Wallpaper Sales and Services
Water Well Drilling

Transient Habitation

Boatels
Group Camps (overnight)

Transient Habitation (cont'd)

Health Resorts
Hotels
Motels
Motor Lodges
Recreational Vehicle Parks
Resort Hotels
Resort and Recreation Facilities
Retreat Houses
Tourist Cabins
Trailer Round-Ups
Travel Trailer Parks

Automotive Sales, Rental & Delivery

Agricultural Equipment Dealers
Bus Sales
Camp Trailers, Sales or Rentals
Construction Material, Delivery
Farm Equipment Dealers
Firewood or Fuel Delivery
Forklifts, Sales or Rentals
Garden Supplies Delivery
Heavy Construction Equipment, Sales or
Rentals
Mail Order Houses
Mobile Homes, Sales
Motor Homes, Sales or Rentals
Tractors and Equipment Dealers
Trailers, Sales or Rentals
Trucks, Sales or Rentals
Water Delivery

Automotive Servicing

Automotive Service Stations
Automotive Supply Stores
Tire Stores

Automotive Repair and Cleaning

Aircraft Service and Maintenance
Auto Air Conditioning Equipment,
Installation and Services
Auto Alignment Services
Auto Electrical Services
Auto Glass, Installation and Services
Auto Laundries
Auto Mufflers, Installation and Services
Auto Repair Garages
Auto Tires, Installation and Services
Auto Upholstery, Installation and
Services
Body and Paint Shops

Automotive Repair and Cleaning (cont'd)

Car Washes
Motor Freight Maintenance Garages
Motorcycle-Motor Scooter Repairs
Recreational Vehicle Repairs
Steam Cleaning Automotive
Towing Services (no storage)
Truck Equipment and Parts, Installation
and Services
Truck, Painting and Lettering
Truck, Repairs and Services
Truck, Washing

Automotive Fee Parking

Auto Parking Lot
Auto Storage Lot
Garage, Parking
Off-Street Parking

Boat Sales or Rental

Boat Sales
Boat Rental
Ship Chandleries

Boat Servicing

Boat Repairs, Servicing or Cleaning
Boat Works or Yards
Drydocks
Maritime Centers
Ship Chandleries

Animal Sales

Animal Auctions
Animal Sales Yards
Livestock Auction Yards
Stockyards

Animal Services

Animal Hospital (large animals)
Animal Hospital (small animals)
Boarding Kennels
Dog Bathing
Dog Clipping
Dog Training Services
Dog and Cat Hospital
Guard Dog Training
Horsetraining Services
Pet Clinics

Animal Services (cont'd)

Pet Grooming
Pet Motels
Public Corrals
Public Stables
Riding Clubs
Veterinary Hospital (large animals)
Veterinary Hospital (small animals)

Transport and Warehousing

Auto Storage Garages
Distributing Plants
Freight Handling
Moving and Storage Firms
Parcel Delivery Truck Fleets
Private Storage
Public Warehouses
Refrigerated Warehouses
Storage Yards
Storage, Cold and Food
Trucking Terminals
Warehouses

Building Maintenance Services

Disinfecting and/or Exterminating
Services
Gardeners (landscape maintenance)
Janitorial Services
Maintenance and Custodial Services
Sewer and Drain Cleaning
Sweeping Services
Window Cleaning Services

Funeral and Interment Services

Cinerariums
Columbariums
Crematories
Crematoriums
Funeral Parlors
Mausoleums
Mortuaries
Undertaking Establishments

AGRICULTURAL

Plant Nursery

Floracultural Stock
Flowers, Commercial Cut and
Decorative
Herb Growing
Horticultural Stock
Mushroom Growing
Nursery, Wholesale or Retail
Potted Plant Growing
Sod, Grass

Crop Raising

Alfalfa
Berries
Citrus Fruit Trees or Bushes
Cotton
Field and Seed Crops
Fruit Trees
Grain
Hay (includes alfalfa)
Melons
Nut Trees
Tobacco
Truck Crops
Vegetables
Vines (grapes, etc.)

Small Animal Raising

Chinchillas
Hamsters
Poultry
Rabbits
Turkeys

Large or Specialty Animal Raising

Amphibians
Apiaries
Aviaries
Bears
Beef Cattle
Birds
Bovine Animals
Buffalo
Cougars
Dairies
Feed Lots
Fish
Foxes

Large or Specialty Animal Raising (cont'd)

Goats
Hog Ranches
Horse Ranches
Insects
Lions
Monkeys
Mountain Lions
Ocelots
Pig Farms
Sheep
Skunks
Snakes, Venomous or dangerous
Swine
Tigers
Wildcats
Worm Farms
Zoos, Private

Agricultural Packing and Processing

Contract Sorting, Grading and Packaging
Egg Processing
Fisheries
Flower Packing
Grain Cleaning
Milking
Nut Shelling and Cooking
Sheep Shearing

Agricultural Supplies and Services

Crop Dusting
Farm Advisory
Feed and Grain
Fertilizers
Harvesting Services and Equipment
Storage
Hay
Pesticides and Herbicides
Tree Services
Weed Control

CIVIC

Essential Service

Electric Distribution Lines and Poles
Gas Distribution Lines
Open Space (of a passive use)
Parks, Public (passive use only)
Sewer Collection Lines
Storm Drainage Collection Lines
Telephone Distribution Lines and Poles
Water Distribution Lines

Limited Child Care

Public Day Centers (for eight or fewer children)
Public Nurseries (for eight or fewer children)

Community Assembly

Amusement Parks
Aquariums
Auditoriums
Bandstands (public)
Birth Control Clinics
Botanical Gardens
Camping Areas (non-profit)
Carnivals
Churches
Circuses
Community Centers
Community Health Clinics
Convalescent Hospitals
Exhibition Halls
Extended Care Facilities
Fairgrounds
Golf Courses
Historic Sites
Hospitals
Marinas (public)
Meeting Halls
Monument Sites
Neighborhood Centers
Nursing Homes
Open Space Areas (of an active use)
Parks
Picnicking Areas (public)
Places of Worship
Playgrounds and Playing Fields (of an active outdoor use)
Public Health Services
Recreation Centers

Community Assembly (cont'd)

Refreshment Buildings (in public parks, playgrounds or golf courses)
Religious Assembly
Religious Complexes
Religious Reading Rooms
Sport Fishing (public)
Sports Arenas (public)
Stadiums
Swimming Beaches or Pools (public)
Synagogues
Temples
Universities
Zoological Gardens

Non-Assembly, Cultural

Art Galleries
Libraries (non-profit)
Private Museums

Community Education

Colleges
Correspondence Schools (public)
Elementary Schools
High Schools (junior or senior)
Junior Colleges
Junior High Schools
Military Academies
Schools (elementary, and junior and senior high)
Schools for the Handicapped (including the blind)
Senior High Schools

Non-Assembly, Scientific

Observatories
Planetariums

Administrative

Civic Centers
Government Centers
Government Office Buildings

Parking

Public Parking Garages
Public Parking Lots

Utility and Vehicular

Airports
Bus Stations (passenger or freight)
Cinerariums
Columbariums
Communication Equipment Installations
and Exchanges
Community Antenna Television Systems
Corporation Yards (public or public
utility)
Electric Transmission Lines
Electrical Substations
Fire Stations
Funeral Parlors
Gas Substations
Heliports and Helistops
Mail Processing Centers (major)
Mortuaries
Police Stations
Post Offices
Power Plants (steam, fossil)
Pumping Stations (sewage or water)
Radio Transmission Facilities (including
booster and relay)
Rail Stations (passenger or freight)
Reservoirs (water)
Service Buildings (in public parks,
playgrounds or golf courses)
Telephone Exchange or Switching
Facilities
Television Transmission Facilities
(including booster and relay)
Transportation Terminals
Undertaking Establishments
Water Tanks
Water Treatment Facilities

APPENDIX B

CHULA VISTA BAYFRONT SIGN PROGRAM

ADOPTED AUGUST 7, 1980

GOAL AND OBJECTIVES

Goal

The goal of the Chula Vista Bayfront Sign Program is to control signs--eliminating those which are obtrusive and encouraging those that are creative and interesting while establishing a sense of place for the area.

Objectives

1. To establish guidelines and criteria for all signs within the Chula Vista Bayfront Redevelopment Project area.
2. To establish a Design Review Board charged with the following tasks:
 - (a) to make decisions regarding appropriateness of private signs,
 - (b) to preserve the integrity of the Bayfront, and
 - (c) to encourage creative sign design.
3. To encourage vitality within a development through the use of sign design.
4. To avoid the proliferation of private business signs along the freeway.
5. To incorporate into the design of public signs the elements of the Bayfront logo.
6. To promote Bayfront development progress, special events, and to identify new businesses coming into the area discretely but effectively.
7. To assure equality in sign impact.
8. To establish "Bayfront" identity through a cooperative program with CalTrans.

DESIGN REVIEW

The establishment of a Design Review Board for the Chula Vista Bayfront is of primary importance. The Board shall be established by the Redevelopment Agency of the City of Chula Vista, and should review all parts of the Bayfront project--the architecture, landscaping proposals, and each sign proposed for the area. This mechanism will ensure the regulation and control needed to create a distinctive atmosphere for the Bayfront.

Chula Vista Design Review Board - Appointed

The Chula Vista Design Review Board has been appointed to function as the Design Review Board herein described and has been charged with the responsibility of interpreting and applying sign design guidelines contained in this document. The Board is specifically directed to encourage creative sign design and diversity. The Redevelopment Agency shall retain ultimate authority for fair and equitable application.

Submittal and Review Procedures

Submittal of a complete program of all desired signs shall be required for every development proposed within the Bayfront. Sign plans should be submitted coincidentally with development plans scheduled for architectural review.

The minimum submittal shall include a plot plan with property lines, building footprints, curb and center lines of adjacent streets, building and sign elevations, and location of each proposed sign. Each sign will be drawn to scale indicating colors, materials, typestyles, dimensions of lettering, copy areas, sign height and width, methods and intensity of lighting, and means of installation.

The Design Review Board has established its own requirements and procedures for submittals and has the discretion to change these from time to time as it deems necessary.

The Design Review Board also has the authority to allow an individual project to deviate from established guidelines if the character of the Bayfront will be enhanced by its action.

GUIDELINES: IN GENERAL

Design Intent and Rationale

THIS SIGN PROGRAM STRIVES TO INSURE THAT GRAPHICS IN GENERAL, AND EACH SIGN IN PARTICULAR, BECOMES A VIABLE, INTEGRAL PART OF THE CONCEPT OF CHULA VISTA BAYFRONT REDEVELOPMENT. THE INTENT OF THIS PROGRAM IS TO ESTABLISH A FORMAT FOR IMAGINATIVE SIGN DESIGN WHICH IS APPROPRIATE FOR THE BAYFRONT.

Every effort must be made to create graphic identifications that are integral and consistent with the Bayfront theme and with the architecture of each particular project. Graphic identifications which are symbolic of the business or service rather than standard "letter copy" are encouraged, i.e., logo. The design of signing for a project within this area should consider using pictorial imagery in combination with well-considered typefaces, spacing, colors, and materials. (Refer to Exhibit Two for rule of good sign design.)

Two-Phase Program

Because the needs of businesses in the Bayfront will be different in its early stages and in the final development, guidelines have been adopted to accommodate their needs during both these phases. During the interim phase (early in Bayfront development), developments will receive liberal signing.

Once the Bayfront is sufficiently developed, the need for abundant signing will be lessened because the Bayfront's identity will be established and will help to attract business traffic. A more "low-key" sign program has been adopted for the final development phase.

The Influence of Bayfront Topography

The general topography of the Bayfront is flat and open. The natural color of the area is muted. Therefore, signing must be discrete in order to avoid an overwhelming impact.

A Low-Key Sign Program

These guidelines establish a sign program which is "low-key." Signs are intended to be adequate for identification, but not for advertising. Harmony of materials, textures, forms, colors, scale and feeling is intended for the Chula Vista Bayfront Redevelopment Project.

The Necessity for Size Regulation

Uniform size parameters are created to ease competition among private interests. This assures more equal distribution of the right to identify a place of activity.

Height Limitation

The ten-foot height limitation proposed in this criteria is in accordance with the intent of the California Coastal Commission's guidelines, and also maintains a sense of scale to Bayfront topography and the intent of achieving a "low-key" sign program.

Roof Signs

Signs mounted on the roofs or mechanical penthouses of any building are prohibited. Such signs violate the intended Bayfront scale and are not in keeping with a distinctive Bayfront sign program.

Ground Signs Encouraged

Low ground signs are encouraged. They should be integrated with the landscape, complementary to the architecture, incorporated into retaining walls or other landscape features. The objective is to reduce visual clutter.

Wall Signs

Wall signs must be compatible with and proportionate to the architecture, and maintain harmony of materials and form. The purpose of these signs is to identify the business or private development; whole wall areas are not intended to be "read" as sign structures or sign backgrounds. Only one wall sign shall be visible at one time.

Support Structure

Support structures should be integral parts of entire sign design and have aesthetic as well as structural importance.

Lighting

Lighting methods should be considered a part of each sign. The intensity and color of light should be harmonious with the building architecture and sign design. In any lighted sign, the intensity should be no more than that required for nighttime readability. Color of light should approximate natural daylight. Incandescent fluorescent is recommended in lieu of standard fluorescent. External lighting, where the source of the illumination is not directly visible, is the preferred method of lighting. Flashing/strobe light shall not be used. Signs must be modified after installation if lighting proves too intense.

Guideline Jurisdiction

The guidelines specified herein shall govern signs within the Chula Vista Bayfront Redevelopment Project. Since every possibility cannot be anticipated by this report, details which might be omitted shall be governed by the Chula Vista Zoning Ordinance. Where there is a conflict between the Bayfront Redevelopment Sign Program and the Chula Vista Zoning Ordinance, the more restrictive regulation shall govern.

Restrictions and Prohibited Signs

The following signs shall be prohibited or restricted as noted:

- a. Pole signs, excluding pole signs for which the supports are integrally designed as an aesthetic component of the sign character.
- b. Flashing, oscillating, animated or moving signs, or signs with moving parts shall be prohibited.

- c. The use of fluorescent-type paints is prohibited.
- d. Signs advertising goods shall be prohibited.
- e. All billboard signs shall be prohibited, except as defined by Bayfront promotional signs.
- f. Temporary signs, banners, sale notices, etc., shall be displayed behind the glass of the structure.

The Design Review Board shall establish requirements and procedures for submittals.

New Signs

The sign owner shall be responsible for the fulfillment of all requirements of these criteria. Conformance will be strictly enforced and non-conforming or unapproved signs or any part thereof shall be brought into conformance at the expense of the owner.

Existing Signs

Existing (non-conforming) signs shall be brought into conformance either:

- (1) when any change of land use occurs, or
- (2) by the final development phase,

whichever occurs first.

Approvals for signs and their installation shall be obtained by the owner or his representative prior to installation. All signs shall be constructed, installed, and maintained in as-new condition at the owner's expense. All current building and electrical codes shall govern the construction of signs.

GUIDELINES: SPECIFIC

PUBLIC SIGNS

Public signs are those signs built and maintained by the City or other public agency through an adopted financial plan. They are divided into subsections according to function and location.

Freeway-Oriented Signs

The signs are located in the freeway right-of-way or on private property. All signs in the freeway right-of-way must be approved by CalTrans.

- a. **CalTrans Signs:** CalTrans signs, designed and maintained by the state, include all signs identifying exits and general directions. These signs will be designed by CalTrans per state regulations.
- b. **CalTrans Signs with Bayfront Identity:** The City of Chula Vista is considering a joint project with CalTrans to develop a Bayfront identity sign to supplement the standard CalTrans signs which give generic service information (i.e., "FUEL, FOOD, LODGING," etc.). Costs will be borne by the City, and installation coordinated with CalTrans. (Refer to Exhibit Three for example.)
- c. **Bayfront Promotional Signs:** Bayfront Promotional Signs are designed to help establish the new Bayfront community's identity. They will be located along Interstate 5, two minimum: one each for north and southbound traffic; additional signs as necessary; five maximum quantity. Space will be rented, leased or existing structures purchased outright.

Promotional signs, and especially landscaped areas around them, will provide a unique, attractive logo design in a theme-setting frame and limited changeable copy which will be subject to Design Review Board approval. (Refer to Exhibits Four a, b, c, and d for examples, and to Exhibit Five for proposed locations.)

These signs, if appropriately used, will establish the redevelopment area's identity and functions for freeway travelers.

Promotional signs are intended to be temporary and it is anticipated that they will be retired when the Bayfront Redevelopment Project is substantially complete. Their utilization will be reviewed in 1985 and subject to the Redevelopment Agency's discretion.

Internal Signs

Signs within the Bayfront, not oriented to the freeway.

- a. **Street Name Signs:** Street name signs shall have special mountings and frames to identify streets as being a part of the new Bayfront community. The sign copy will be the Bayfront letter style (Bookman Bold, upper and lower case) and colors. The support will be constructed of wood. (Refer to Exhibit Six for example.)

- b. **Directional Signs:** Directional signs at intersections will help establish gateways to the redevelopment area, and may include such generic information as Convention Center, Marina, Special-Use Park, Wildlife Refuge, etc., as necessary. Directional information for private developments may be included also at the discretion of the Design Review Board, but for the interim development phase only. Information will be clustered on one sign per intersection. Signs will have standardized mountings and trip. (Refer to Exhibit Seven for example.)

A minimum of six directional signs will be necessary for adequate information. Each shall include specially designed landscaped areas to create a setting.

- c. **Information Signs:** Public information signs are designed for public facilities and services such as parks, marshes, marinas, trim, and colored to be unified with the basic public sign theme. (Refer to Exhibit Eight for example.)
- d. **Traffic and Parking Control Signs:** Traffic control and parking signs shall be designed with standard copy faces, and shall be trimmed with the wood frames and supports of the Bayfront motif. Exact sizes and locations are required by state regulation. It is suggested that the minimal number of signs necessary for effectiveness be used. (Refer to Exhibit Eight for example.)

To help establish the new Bayfront identity, natural-stained (Olympic semitransparent 901) cedar frames shall enclose all public signs. The Bayfront logo and Bookman Bold typestyle shall be used throughout. Specific reds, yellows and browns are the principal logo colors (Frazee Z57-23, 3, 29).

Private Signs

Guidelines for private signs are organized according to location and project type. A somewhat more liberal criteria is established to serve business needs during the Bayfront's initial development phase. The signs approved in this phase are called "interim signs."

When the Bayfront is substantially built out, interim signs must be replaced, modified, or removed entirely to comply with the more restrictive sign criteria established for the final development phase.

The Redevelopment Agency shall determine when this changeover will occur based on their appraisal of the Bayfront's progress. Developers submitting signs for approval for projects to be built close to the changeover date will be given the choice of complying with the final-phase criteria or building interim signs which would be removed or modified at their expense in the near future.

The rationale for this phased system is that when the Bayfront development is beginning and a Bayfront identity is being established, certain private projects will need additional signs to attract business.

When the area nears completion and a Bayfront identity is clearly established, the Bayfront itself will attract business traffic. At this time, more restrictive sign criteria can be implemented.

FINAL PHASE: ULTIMATE BAYFRONT DEVELOPMENT STAGE

Freeway Signs: Private signs which are oriented to the freeway shall not be allowed, except as provided during the interim phase.

Corner Lots: The identification allowance for sign development on corner lots may be divided to provide for a sign on each frontage; however, the total allowance for both signs combined is not to exceed 50 square feet.

Multi-Tenant Buildings or Complexes: Office, retail-commercial and industrial uses which are multi-tenant shall be allowed additional tenant identification signs: each tenant shall be allowed a maximum of three square feet on or adjacent to the entry door. These tenant signs shall be visible from on-site parking and/or pedestrian walkways, but not intended to be readable from public streets.

Directional and Information Signs: These signs shall be allowed on a need basis. They shall be directional in nature and not intended as identification signs. Their maximum height shall be four feet with four square feet maximum copy area per side.

Special Event Signs (Temporary): Special events such as grand openings shall be allowed temporary signs. Such signs shall have a limited life as determined by the Design Review Board.

Construction Signs (Temporary): Signs for owners, contractors and subcontractors, architects, etc., for new projects under construction shall be subject to Design Review Board approval.

Allowable Copy Area

1. **Hotel/Motel, RV Parks, Restaurants, and Retail-Commercial:** Total copy area for all identification signs combined shall be limited to not more than 50 square feet per parcel. Signs may be wall signs and/or ground signs. Ground signs may be single- or double-faced but may not exceed ten feet in height. An additional changeable copy area of 25 square feet maximum shall be allowed for uses which include entertainment or convention facilities. Changeable copy area shall be single-faced only.
2. **Automotive Service:** Service stations shall be allowed one identification sign per lot. Signs shall be ground signs or wall signs and shall have no more than 40 square feet of copy area, six feet maximum height.
3. **Industrial and Office Uses:** Industrial or office uses shall be allowed one identification sign per lot, visible from the internal street. Signs shall not exceed 40 square feet in area or six feet maximum in height. Total sign area may include a directory or tenant listing if the project is multi-tenant.

INTERIM PHASE: BAYFRONT DEVELOPMENT STAGE

1. **Commercial Uses Adjacent to Freeway:** Commercial businesses will require some identification from the freeway during the Bayfront development period. Such uses with freeway exposure shall be allowed either wall or low-profile monument signs with name and/or logo only during the Bayfront development phase, and such signs shall have a specific date by which they must be removed. If the business logo is well-established as an identity mark, then use of logo alone is preferable. Each lot may have two wall signs or one ground sign only. Only one wall sign shall be visible at a time. Maximum total copy area shall be 100 square feet. Ground signs may be doubled-faced or parallel to the roadway and are intended to be low-profile monument signs.
2. **Automotive Service:** Service stations with freeway exposure shall be allowed freeway identification during the initial redevelopment of the Bayfront. Sizes shall be as small as possible and still have freeway identity, in no case to exceed 50 square feet total sign area. Such signs shall be subject to strict review and shall have a limited and specific retirement date at the discretion of the Design Review Board.

DEFINITIONS

Background Area of Sign

The background of the sign shall be considered the entire area in which copy can be placed. In computing the area of sign background, only the face or faces which can be seen from any one direction at one time shall be counted.

Billboard

A billboard is any sign usually designed for use with changing advertisement copy, which is normally used for the advertisement of goods or services rendered at locations other than the premises on which the sign is located.

Changeable Copy Sign

A changeable copy sign is one that is characterized by changeable copy regardless of method of attachment.

Copy Area

Copy area is that portion of the total sign area devoted to lettering and/or symbolic communication. The copy area shall be determined by circumscribing the smallest possible rectangle around the copy, letters or symbol.

Directional Signs

A directional sign is one that contains directional information for pedestrian or vehicular traffic or location.

Directory Signs

Directory signs are signs that list businesses, services, room numbers or employees.

Externally Illuminated Signs

An externally illuminated sign is a sign whose face is artificially illuminated by an external light source.

Flashing, Animated or Moving Signs

Flashing, animated or moving signs are defined as signs that:

- a. Intermittently reflect light from either an artificial source or from the sun; or
- b. Have an illumination which is intermittent, flashing, oscillating, or of varying intensity; or
- c. Have any visible portion in motion, either constantly or at intervals, which motion may be caused by either artificial or natural sources; or
- d. Utilize whirligigs or any similar item which uses wind as its source of power.

Freeway Signs or Freeway-Oriented Signs

Freeway signs or freeway-oriented signs are those signs that have copy directed for freeway visibility either in the freeway right-of-way or on a property adjacent to the freeway.

Freestanding Sign

A freestanding sign is one which is supported by one or more columns, uprights or braces in or upon the ground.

Ground Sign

A ground sign is supported by the ground, by a continuous base (monument sign), or by poles or posts.

Height of Sign

The height of a sign is the distance measured from finished grade to the highest projection of the sign. On sloping ground, finished grade is defined as the average elevation between the high and low points of adjacent grade.

Identification Sign

An identification sign is one that identifies a business name or principal service only. The sign should not serve as an advertisement device.

Information Sign

An information sign provides information for public and private facilities or services, and the use thereof.

Internally Illuminated Signs

Internally illuminated signs are signs that have characters, letters, figures, design, or outline illuminated by electrical lights contained behind the sign face.

Monument Sign

A monument sign is a ground sign which is supported by a visually continuous base.

Multiple Copy Sign

A multiple copy sign is one that advertises other than the name of the business and the principal product or service.

Pole Sign

A pole sign is a sign supported by the use of one or multiple poles or columns.

Promotional Sign

A promotional sign is a public sign which identifies the Bayfront and has changeable copy for information, announcements, or identification of private businesses and services in the area.

Public Sign

A public sign is any sign that is owned by government. Examples: bike route, bus stop, or speed limit signs, or park or public facility identifications.

Sign

A sign is defined as any structure or device, logo, electric or non-electric, and all parts thereof which are used for advertising purposes upon or within which any poster, bill, bulletin, printing, lettering, painting, device or other advertising of any kind whatsoever is placed. A sign shall not include any support frame or standard used exclusively for displaying the flag of the United States of America, the State, or the City, nor shall these flags be considered signs.

Sign Area

Sign area shall include the background area of the copy. In the case of individual cut-out letters, sign area will include the exposed surface of the panel on which the letters are mounted.

Temporary Sign

A temporary sign is intended to advertise community or civic projects, construction projects, real estate for sale or lease, or other special events on a temporary basis.

Traffic Control Sign

Traffic control signs are directional signs which direct traffic flow including pavement arrows and signs. Examples: Loading Zone, Handicapped Parking, No Parking.

Wall Sign

A wall sign is one that is in any manner affixed to any wall of a building or structure.

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